

CALED - April 27, 2011

10:00 AM

Solution Roundtable: Defining the State's ED Role (CA 1)

Welcome remarks by Wayne Schell: State Solutions to Economic Development

CALED founded to grow a profession

Committed

Information

Knowledge

Some technical assistance in rural areas

New area of interest

CALED is not a lobbying organization, not registered, but did get started a bit last year

Time consuming and active process

Need to keep up with that

Purpose of our conversation - formerly a minimal role in big picture stuff, not CALED's forte. Have tried to approach assembly from a professional development standpoint. Work more with the legislator's staff and the governor's staff. CALED is actively engaged in working with the staff. Now assembly has a committee that addresses "Economic Development" - we're trying to impact what we do by interacting with staff of the assembly and the GoED office. Wanted to give you sense of how we play in this world.

CALED has argued that the state needs a strategy. Chief Executive must want it otherwise it's not worth it. No strategy out of last governor, only at the end was GoED created. Current governor sees Economic Development as buildings, real estate, make all those developers rich... The term is "job development" - understands that better. Who's getting the jobs we're talking about. It's not about the building it's about the people inside the building. Need to adjust our strategy to recognize this fact.

CALED started on its' own prosperity paper - have a strategy of strategies... Workforce, Education, etc. Take the innovative stuff out of other strategic planning efforts - but that fell flat on it's face. CALED put together a prosperity piece - but people talk in generalities. Need specifics! Legislature has no specifics. Today, more one-stop permit processing than anywhere else - but legislature hasn't caught on yet.

Prosperity piece - needs to get at specifics. Piece being handed out are what is good for the profession. See a list of 40-50 ideas. Jobs initiative is important because people matter. This is about putting people to work.

Have a series of themes -

Have a series of objectives -

Only state in the union without a Dept. of Economic Development - but must be a state role. GoED is an output of that.

GoED came about because Governor said needed to have an office of economic development. Susan Kennedy picked up and pushed to get it done. Eloisa Klementish (?) put a first draft - but was more of an organization chart - CALED argued for creating an organization with people in it, staffed with a broad range of expertise. Then Governor who created it and vetoed it over a political fight, finally created as an extension of the Governor's staff, not a department like entity.

Addresses Public and Private Partnerships

Need both

Need to invest in infrastructure - worst roads of anywhere else in the country. Can't have business development without good infrastructure, which is why CALED got involved in water and sewer business.

Bruce invited to facilitate the discussion:

Some ideas listed in the document:

Provide a diversified funding base for the EDC's, building local and state capacity.

Association worked with Little Hoover Commission - needs to be an organizing area of professionals to support local economic development

Purpose - what are your ideas that should be brought to our attention -

Wayne - Jobs Ready Community Certification - places aren't certified, want to say we're a "jobs ready community" - creates a psychology around which things can happen. Is it a good idea or bad idea?

What are the requirements of being job ready? Having a strategy

Who are the stakeholders? Local community, think about what you want to be in all this. Could be cities, education, police, fire, etc. Be part of the process of

Rewards and Incentives - Comment, totally unrealistic. We've been fighting for these things for years, - not realistic at the state level. State has a certified

development (shovel ready) site. Not being advertised enough. Wayne - admits it's not in the right place.

No problem with a "certified community" but incentives are unrealistic  
Ideas are great - but COGs and others don't cover business side of things, the pieces in the CALED document not part of this planning. SKAG? is similar, need to develop a regional strategy of jobs.

This is silent on talking about community development  
Because of permitting uncertainty - have people walk. Also have "coastal commission", 7 years of apps without a decision. Need to revise the regulatory process. Wayne - Democrats have an opportunity to talk about regulatory issues.  
Have a number of bills currently going through the legislature. Agencies to modify their procedures. No comment cannot stall a decision - no comment is just that...no comment. Regulatory Uncertainty is perilous. You need to look at the bills going through the legislature - not much specificity. You need to tell Wayne the stories so Wayne can take those stories to the legislature.

Streamlining environmental regulation. Have CALTRANS handle NEPA reviews concurrently. Need strict timelines for approval. Have a prescribed timeline so a business knows what to expect.

Comment on the COGs - their BOD's are made up of the Mayors and Boards of Supervisors - have electeds weighing in on regional issues. COGs haven't been active in CALED and vice versa. Look to join forces together. It's a way to engage the electeds.

Certification - assumed that members would be cooperating. Voluntary. Is there a place for businesses to join in the dialogue - is there a way of businesses to have a voice. Wayne - we get that through the Chambers and others. We look to you to get info from the businesses.

Michelle, BNSF Railways, willing to work together to make sure a building is ready to receive rail service.

Ryan Johnson, Chief of State, look at how to promulgate these ideas. Could spend 6 - 8 months that would provide for better information collection and dissemination of these ideas. Use a wiki approach and social media to push out ideas and create a community of practice. CALED needs to step up to utilize that social media aspects to get its members engaged. A couple of major blogs on Economic Development - stuff goes out but there's relatively little activity because people are tied up with their

work.

Tom, Sacramento, - permitting presumes that there is a standard way when in fact there is not, maybe we ought to standardize these approaches. How would we create a standardized process. Look at one-stop permit centers. Butte County had a forum for it's cities on how to better do permitting. CALED can do the same thing for your community. CALED did it for Monterey - permitting sucks...becomes an embedded process. Recommendation that they go through customer service training. After a number of sessions, word got out that other departments want in on the training.

Leveraging private capital

IBank

Bill Renfro - who will certify these communities? CALED? Alison Larson, "Competitive Ready" - not an easy process. But IEDC has a good approach. Wayne - if you go through an Enterprise Zone application, you've already done all the work. The process is as important as the end point.

? - CALED LinkedIn group - other states have entire divisions similar to GoED.

Need to have something equivalent to other states for staff resources. Other states get local leads from the state coordinating office. As a state, we couldn't be more different. Need to address issue of Scope.

City of Fremont, Lauri, State of CA has nothing to offer when dealing with businesses - as compared to other states. Need more resources from the state. Had Board of Directors fly in and can't meet with State folks, because they don't have anyone, and now can't travel.

Mike - comment, Dan Walters - "You're on your own" and that was when the economy was good. The state is more of a liability to the conversation.

Rick Farley, Oroville, - some state programs aren't consistent. Can't deliver what we've been advertising.

State needs to figure out what goes into their tool box.

Wayne - best we can do is identify a point person. Can't even talk about cash, taking funding away, e.g. redevelopment. Lose the tool and lose the staff.

End of session, please send us your ideas via the form.