



## Meeting of the Board of Directors

---

Friday, February 2, 2007

9 a.m. to 5 p.m.

Edison AGTAC

Tulare

### Meeting Minutes

#### **In attendance:**

Board Members: Secretary Barry Sedlik, Secretary Victoria Bradshaw, Secretary Mike Chrisman, Secretary A. G. Kawamura, Connie Conway, Michael Chrisman, Fritz Grupe, Frank Bigelow, Marcelyn Buford, Kathleen Crookham, Coke Hallowell, Luisa Medina, Sunne Wright McPeak, Michael Navarro, Leroy Ornellas, Gary Podesto, Fred Ruiz, Lorraine Salazar, Stanley Simpson, Ricardo Soto, Carol Tomilinson-Keasey, Eugene Voiland, Raymond Watson.

Liaisons: Pete Weber, Pete Parra

#### **Absent:**

Board: Secretary Rosario Marin, Secretary Kim Belshe, Secretary Linda Adams, Acting Secretary Scott Himmelstein, Alan Autry, Farrell Jackson

Liaisons: Kirk Lindsey, Barbara Patrick, Barry Hibbard

**Call to Order:** Supervisor Conway, Secretary Chrisman and Mr. Grupe convened the meeting of the Board of Directors of the California Partnership for the San Joaquin Valley (Partnership) 9:15 a.m.

**Introductory Remarks:** Introductory remarks from Tulare Mayor, Mr. Vejvoda and the Chairman of the Tulare County Board of Supervisors, Mr. Ishida, welcomed the Partnership Board to the International Agri-Center in the vibrant town of Tulare and thanked the board for being in attendance. Supervisor Conway acknowledged and thanked Governor Schwarzenegger and his staff for his attention to the Valley and making the work of the Partnership possible. Secretary Chrisman welcomed everyone on behalf of the Governor's cabinet, restating that it demonstrates the Governor's commitment to the Valley. Mr. Grupe indicated that this is the first time in the history of the state that coming together and organizing as a region has occurred. Mr. Grupe then congratulated those newly appointed.

Due to the number of newly appointed board members the board introduced themselves, followed by the introduction of the public attendees.

Secretary Bradshaw discussed the recent freeze and announced that the U.S. Dept of Ag has declared a disaster, as have other agencies, and expects the President to do so shortly. She indicated that there are an unprecedented 20 county disasters and asked

that if any attendees have opportunities for public employment to notify Stephanie Leach at 916-327-9034.

### **New Members**

Secretary Bradshaw swore in newly appointed board members. Ms. Swearingin indicated that the Governor's office was very responsive to the Partnership in getting the appointments done, including Julie Benevedes-Menzes and thanked them for their support.

### **Minutes**

Ms. McPeak moved to approve the October 26, 2006 and the November 27, 2006 minutes, Ms. Buford seconded the motion and it passed.

### **Recap of Recent Partnership Activities**

Supervisor Conway recapped the Partnership activities from October through January 2007. The Strategic Action Proposal (SAP) was edited, finalized, and printed with special thanks to Ms. McPeak and the Business, Transportation & Housing (BTH) office. The Governor approved the SAP and signed a new executive order on November 28, extending the Partnership until December 2008 and charged the board and work groups with beginning the implementation of the 10-year SAP.

New board members from throughout the region have been added to the Partnership. The RFP process for the Secretariat and Work Group Staffing Services was conducted and completed. Work plans will be considered by the board that will finalize the staffing contracts.

The bonds passed and included for the Valley are \$1 billion for Highway 99. \$1 million has been set aside by the Labor and Workforce Agency to seed the implementation of the Higher Education/Workforce Development and Economic Development action plans. A \$500,000 grant was made to the San Joaquin Valley Nursing Education Consortium to address bottlenecks in nurse's training in the region.

There has been tremendous activity on the Blueprint Regional Planning Process. \$1.95 million of grant funding was provided to the region's Council of Governments (COGs). The Blueprint Regional Advisory Committee met for the first time.

The work groups have continued to meet and champion implementation of their action proposals.

Supervisor Conway opened the meeting to public comment: Housing and Urban Development (HUD) representative Rollie Smith commented regarding the Federal Interagency Task Force. Mr. Smith had copies of his report available; the Executive Order has not yet been approved. Mr. Smith recommended a meeting between Federal and State agencies and Work Groups to go over the funding plans.

### **Review, Discussion and Approval of Work Plans for Secretariat and Work Group Staffing**

Mr. Grupe and Ms. Swearingin summarized the activities to date. In summer 2006, many leaders from throughout the Valley expressed support for \$5 million in seed funding for the Partnership, which the Governor's office recommended. After the funding

was removed, the Valley delegation fought to re-insert the funding, the efforts were successful and \$5 million was appropriated. \$2.5 million was set aside for Seed Grants and \$2.5 million was set aside for Secretariat Services and Work Group Staffing, including some funding for a staff position at BTH. California State University, Fresno (CSUF) and the Great Valley Center (GVC) submitted proposals and each were awarded. CSUF and GVC prepared an integrated action plan for the 30-month contract which the board is to review and approve prior to funding.

California State University, Fresno (CSUF): Office of Community & Economic Development (OCED):

Ms. Swearingin reviewed that the commitment of the Secretariat includes board support, communications, reports and conferences and went over the schedule for supporting the board. Secretariat also includes oversight and coordination of the work group consulting team, which has already met and will continue to meet monthly. The Secretariat will put together a website that each team can update themselves and produce newsletters on work group progress and quarterly reports.

Communications and Outreach: Samantha Bauer, OCED's Communications Director gave a brief overview of the communications plan. She introduced the communications team which will be heading up the effort. The communications plan is organized into three phases: internal communications structure; community outreach; and packaging the success of the Partnership. Tools to be used are: a database to organize people and make sure communications are effective and efficient; the brand map; the website, PowerPoint, e-newsletter and fact sheets. Briefing kits for media and legislature are also being developed and accomplishments tip sheets are under way. The Maddy Institute's Mark Keppler, was featured on KSEE 24 regarding the Partnership in January. KVPT is also proposing a Partnership piece. Supervisor Conway commented on the importance of Partnership communications and being able to share with every person in the Valley what we are doing and our successes.

Great Valley Center (GVC):

Carol Whiteside with GVC discussed some projects that she is coordinating with CSUF. They will hold diversity panels for two-way communication to encourage more participation in conjunction with the Central Valley Conference in Sacramento in May. Ms. Whiteside is working with student leaders from all of the campuses in the region. The UC Merced Student Body President is working on a website to help train these students. UC Merced Library Archive is in development and will have a permanent repository for documents related to the Partnership; original Partnership documents are needed from the Governor.

Ms. Whiteside stated that in regard to the Annual Report, it needs to be understood that the data reporting will always trail the calendar year by one year and progress will not be seen right away. The Annual Report should come out in December, and the work groups should be prepared to deliver their 8-month report in August. Ms. Whiteside proposed that next year's report will be August to August.

GVC is also working with PAC, a collaboration of six university researchers who will be working together to track progress in certain communities related to the work of the Partnership.

Annual Conference and Report: Ms. Whiteside proposed that the Annual Conference be held in conjunction with board meeting on December 6 or 7, 2007. Ms. McPeak envisioned that the report would be a base document for the Annual Conference. She inquired regarding the time frame that will be covered and how that would feed into the Annual Conference. Mr. Parra moved that the Annual Report covers through June 30, recognizing that the first year will be unusual but that future years will be complete and that the annual meeting be held in December 2007. Ms. Salazar seconded the motion, the motion passed.

#### Work Group Staffing

The board was asked to complete an interest form to become more integrated into the work groups.

**ECONOMIC DEVELOPMENT:** Paul Saldana, with the Central California Economic Development Corporation (CCEDC) outlined the Economic Development work group plan. The CCEDC formed in 1984 and includes 8 counties of the SJV with primary purpose of promoting job creation in Central California. The overall work group management is to have each EDC representative as a core participant.

The CCEDC will be working with the League of Cities, City Manager, and County Administrative Officers to discuss physical infrastructure needs. The Economic Development work group will: promote the region's Enterprise Zones; expand the marketing of the SJV; inventory industry clusters and integrate them into the Partnership and convene on a regional basis; partner with Workforce Development/Higher Education work group; work with Lyles Center regarding Entrepreneurship; coordinate with the Energy group; and assist in the promotion of Valley tourism.

Mr. Grupe recommended coordination with the land use group regarding infrastructure. Mr. Ruiz inquired on measurable results. Mr. Saldana indicated that he would use the metrics of success from the SAP and will be looking to achieve baseline data.

Secretary Kawamura stated that the USDA made an announcement regarding available funding for Energy regarding the Farm Bill. There is an opportunity to coordinate that with the Energy Economy and workforce development. Mr. Weber declared that they have proposed to develop a Clean Energy Organization. Secretary Kawamura indicated interest in participating.

Ms. McPeak indicated that having a cabinet secretary interface for the Clean Energy Organization is great. Clean energy needs to be connected to agriculture in the Valley and UC Merced needs to be involved – a written commitment needs to be made.

**HIGHER EDUCATION/WORKFORCE DEVELOPMENT, OCED & CVHEC:** \$1million has been allocated to implement most of Goal 1. The goal is to create a demand-driven workforce investment system. OCED Project Coordinator, Manjit Muhar-Atwal, delivered a summary presentation. Five major stakeholder groups, including County ROPs will be brought together. K-12 will be engaged.

Mr. Parra noted that a new formula for Title 3 programs in California was adopted by the state Workforce Investment Board, the formula is expected to help Valley counties. Mr. Soto stated that in regards to the Governor's proposed budget, Vocational Ed and K-12

need to be involved in the formation of higher education/college going behavior. Mr. Watson requested contact info for all work groups.

**K-12 EDUCATION:** Dr. Marcy Masumoto, representing Walt Buster, gave an overview of the goals. She demonstrated the in-kind contributions and range of objectives from enhancing school district support to enhancing reading. Dr. Buster has already convened the 8 county superintendents. The intent is to meet with superintendents on a regular basis and develop professional development opportunities. Work regarding the executive leadership academy is very important to this work group. Technology is key to adequately prepare students for the business world. Mr. Soto suggested the inclusion of school district representatives, community and business leaders, and parent representatives. Working with more than one site on the Health & Human Service project is important as several entities are already involved with this type of effort. Ms. McPeak requested information regarding policy priorities and participants involved in the work groups.

**LAND USE, AG, & HOUSING:** The impact of working together was highlighted for this work group, as several problems could bring Ag to a stand-still, such as: freeze, labor, invasive species, and water storage. Ms. Whiteside stated that there is a need to find a way to engage the public in a meaningful way and why they should participate in the Blueprint Planning Process. GVC has produced a book called "Our Valley, Our Choice" which is a direct result of this work group. COGs have taken over the Land Use planning process through the Blueprint.

Darryl Hildebrand from Kern County COG gave an update on the Blueprint Process – 8 Valley COGs have come together; Merced is the lead; undertook the effort with understanding that Blueprint Vision and Values would be a bottom-up approach. First cycle of public meetings will be in March & April in defining Vision, Values, Goals & Objectives; this will involve the development of visualizing what will occur if we build-out current general plans. Second cycle of meetings will involve addressing proposals. While work group action goes to COGs, staff will continue working on associated land use issues. Secretary Kawamura will be working on California's first plan for agriculture. Rollie Smith has been working on the affordable communities initiative. Ms. McPeak suggested that the Partnership needs to have some extended conversation with Blueprint leaders to make sure that efforts are coordinated.

**WATER:** Dr. David Zoldoske with the California Water Institute at CSUF presented an overview of the water situation, focusing mainly on the Regional Water Plan. Close to \$120 million (Prop 84) will be available in our region for the Integrated Regional Water Management (IRWM) plan, which the work group wants to integrate with the Partnership. Secretary Chrisman stated that the DWR Fresno Office is involved with this effort. The Valley has to get water plans put together before going after funds to implement. The goal of water plan effort is to increase SJV success rate for applying for IRWM and implementation funding. The work group is participating in Blueprint Process. Mr. Weber requested talking points in writing be made available to take to local jurisdictions and get the message across in name of the Partnership.

**HEALTH AND HUMAN SERVICES:** Representing both Central Valley Health Policy Institute (CVHPI) and & Social Welfare Evaluation, Research and Training (SWERT) at CSUF, Dr. Capitman presented the work group overview, comprised of a ten-county

regional social work group; region-wide health department work group. In the next six months they will identify and convene key champions for UC Merced medical education program, first meeting will be in March; business plan should be in place by June for the development of a regional coalition.

The group held a steering committee meeting in January regarding the establishment of Central Valley Nursing Education Consortium, which will eventually be contracted with the Workforce Investment Board. Pilar de la Cruz has been identified as the executive director. They have engaged in discussions regarding the health professionals shortage, policy on health insurance, impact of methamphetamine and the taskforce, child placement, and methodology for grant proposals so the Valley can compete with southern Cal and San Francisco region.

**ADVANCED COMMUNICATIONS SERVICES:** Carolyn Lott with the GVC reported that they had already started to meet regarding e-health deployment, identifying Valley needs, and discussion with PUC to determine capacity for various work group initiatives. GVC will be working with the League of Cities and others to help them understand relevance of access to community members. The Pixley pilot project is moving along very well.

**TRANSPORTATION:** The work group is already developing consensus on how the bond money should be spent. Another part of Highway 99 ended up being included in that earmark; 85% to SJV portion of 99, 15% to other. Meetings have occurred with Caftans regarding green stop plan, starting point in Tipton. It is anticipated that the new transportation institute at UC Davis will assist. Secretary Sedlik reported that Highway 99 is included in CTC action plan. The COGs are doing very well working together; they became proactive on how money would be spent; they came up with a full set of region designed guidelines that were accepted by CTC.

**AIR QUALITY:** Mr. Keppler reviewed the state implementation program. There is about \$220million/year between federal, state and local for incentive funding. The Valley congressional delegation has been very supportive. The work group will focus also on legislative and regulatory changes; and net metering for agriculture companies that use renewable energy. Mr. Keppler reported that a new Government Affairs Coordinator has been hired in conjunction with OCED.

Mr. Weber requested that the board members consider supporting an approach that will achieve Federal standards. This process will take \$2.5 billion in incentive funding between now and 2020. Senators Feinstein and Boxer have committed to assist with obtaining some funding and the House of Representatives to Governor are asking for support out of Proposition 1B of \$100 million per year, plus \$40 million per year is already committed. Secretary Adams has gone on record supporting a fair share allocation. Mr. Weber stressed the need to have the Valley get its fair share. Support letters and contact information will be made available.

**ENERGY:** The energy work group is jointly staffed by GVC and CSUF's subcontractor Paul Johnson. The International Center Water Technology at CSUF is also a part of the team, particularly on objectives related to water and energy use. The main objective is the Clean Energy Organization, a voice and advocate for clean energy in the Valley acting as a one-stop shop for information. Funding has been secured and a steering

committee with 15 different organizations has been established. The initial focus will be working with local governments and the Ag sector. The GVC will help support the logistical aspects of the energy work group. The work group will be dealing with Energy Star standards, developing model green building ordinances, showcasing projects for clean energy technologies, and working with the air quality work group on clean vehicle exchange program.

Mr. Grupe announced that next week his company is getting an award for the greenest houses in the country. Ms. McPeak stated that there is also money for retrofitting older homes through the Energy Commission and other rebates that utility companies offer.

### **Integration with Blueprint Planning Process**

It was established that there needs to be a communication channel between the Partnership and the Blueprint. It was proposed that there be a specific Partnership liaison at the Blueprint Regional Advisory Committee meetings, possibly one COG representative and another directly from the Partnership. The timeframe for cycle one to be complete is by May to mid-June; cycle two completed by early fall. Community input will be received and sub-regional summits will be organized. Mr. Grupe recognized that there is no desire to reinvent the wheel and recommended looking at other models.

Mr. Hildebrand questioned the use of the Valley name regarding branding, as only 30% of Kern County resides in Valley. Ms. McPeak spoke of the possibility to have an official Partnership representative on BRAC and vice versa. Ms. Whiteside recommended that the Land Use, Ag & Housing convener should be the Partnership's representative on the BRAC.

There were two modifications to the Work Plan: ICDL to work with AAFL; HHS/K-12 initiative to work with all FRLs. Mr. Weber moved to approve, the motion was seconded and passed. Ms. McPeak stated that the Legislature is concerned about the accountability of the money and recommended that the Chair and Deputy Chairs meet periodically with staffing and make sure things are happening on schedule. Ms. McPeak also reminded the board that the proposal calls for a Funding and Finance Committee which will not be addressed today, but can not be overlooked as the Partnership moves forward.

### **Discussion and Approval of Branding and Imaging for Partnership**

Supervisor Conway and Suzanne Bertz-Rosa with CSUF presented an overview of branding and imaging. Stating that in order to develop a logo, web site and associated materials, we need to first develop a brand, which is the nucleus of marketing and communications. A brand map is based on a corporate vision and with a positioning statement as an umbrella. The Partnership Position Statement is: "Through big solutions and a new spirit of widespread collaboration we are committed to improving the economy and quality of life in the San Joaquin Valley." The Partnership Corporate Vision is: "A Valley where the breadth and depth of resources are focusing on solutions that allow citizens and businesses to thrive."

Ms. Bertz-Rosa stressed the importance of all Partnership communications, interactions and actions reflecting the brand map. The logo development was based on the brand map, representing a bold approach, positive growth, collaboration and equality. Once the logo was developed work began on the web site [www.sjvpartnership.org](http://www.sjvpartnership.org), which is

scheduled for Phase I launch pending the board's approval. Phase II will include an interactive portion allowing work groups to post to their sites. In addition, a PowerPoint presentation, fact sheets, letterhead and a press release have also been developed. The board reviewed the logo and gave feedback on both logo design and the web site. Mr. Weber moved to go forward with Web site and logo changes as recommended. The motion was seconded by Ms. Salazar and passed.

### **Seed Grant Side Meeting**

A side meeting was held with the Seed Grant Review Team. Ms. Buford moved to approve the seed grant review committee recommendations to submit full proposals by March 2. Mr. Grupe seconded the motion and it was approved.

### **AB 27**

Mr. Higgins presented an update on AB 27, outlining that it is the legislation that would create the Partnership in statute. The idea of the Partnership at State level was born out of the Federal Interagency Task Force. AB 31 was introduced in December 2004; Executive Order 5-05 was signed approximately six months later. The Partnership was extended by 2 years in November 2006.

In an effort to ensure that the Partnership exists beyond elected officials, AB 27 will address establishing the Partnership in statute. The Partnership needs to participate in discussion around who is appointed to the Board and how those appointments are made. Ms. McPeak commented that the date needs to be 10 years after the completion of the Executive Order. Mr. Weber stated that it is absolutely crucial that the appointments be made so that the same energy, commitment to action, willingness to work is included and recommended that people committed to outcomes need to be put on the board. Ms. McPeak moved that the board authorize the Chair and Deputies to start the process of working with the Administration and Legislature in how appointments should be written into the statute; consulting the rest of the cabinet members in that process. Mr. Parra seconded the motion, the motion passed.

### **Seed Grant Proposals**

Ms. Salazar moved to reconfirm proposal review committee from first executive order. The motion was seconded by Mr. Simpson and Mr. Watson and passed.

Secretary Chrisman reviewed the Seed Grant proposal process and review committee, which Ms. McPeak chaired. \$2.5 million was designated from the Governor for seed grants. The first step was concept proposals to be screened and then selected for full applications. Proposals cannot exceed \$250,000 and must be for implementing the SAP. A timetable was established ensuring that all money will be encumbered by June 30, 2007. 106 concept proposals were submitted for over \$15 million, final proposals are due March 2. The criteria point distribution and committee review process was outlined. 33 proposals were invited for full applications and 3 additional proposals need further consideration. The 33 proposals were revisited and their coverage of the work was outlined. The Committee tended to look at many of these proposals from the perspective of whether or not it was work that could be done through the Blueprint process. Successful applicants will contract with BTH and they will be held accountable by the Partnership board. BTH will perform audits.

Those not invited to submit a full proposal will be given feedback regarding other funding opportunities and advise as to how to take a regional approach.

**PUBLIC COMMENT:** Mr. Higgins encouraged the board to consider the unprecedented amount of bond money and how the proposals interrelate with this funding source. John Hernandez with the CA Hispanic Chamber of Commerce thanked the board.

Mr. Parra moved to approve all recommendations on page 4 of the Seed Grant Review Committees report, Ms. Crookham seconded and the motion passed unanimously. The approval did not include the three on page three. Full applications are to be submitted on March 2 and recommendation will be back to the Partnership within 30 days. Ms. Salazar moved to add invitations to proposal 14, 79 and 85. Ms. McPeak seconded, and the motion passed unanimously.

### **Process for Adding Regional Consortia Board Members**

Supervisor Conway and Ms. Swearingin led a discussion regarding the establishment of the process of adding regional consortia board members. Nominations to the Governor will be made; the Governor's office and he will make the appointments. The Board and Secretariat need to do outreach to organizations that are strong candidates. A template of the MOU they need to put together to be considered will be provided. Up to 12 members may be added. The Secretariat will draft the process and present it back to the board. This process was designed to give people who were already implementing a seat at the table. The goal is that recommendations will be presented to the board at the next quarterly meeting.

Ms. McPeak confirmed that there has not been any official action regarding the 5 liaisons, and those who have been liaisons will continue as such until the Governor's office is able to formalize the members. It is estimated that the liaisons will be formalized at the same time as the first round of consortia members. The Executive Order also calls for 3 people with specialized expertise, who have been appointed; Mr. Grupe, Ms. Tomlinson-Keasey, and Ms. McPeak. Ms. Medina recognized that there is an element of people missing, which are non-profits especially health and human services.

### **Next Steps**

Ms. Swearingin discussed the 2007 Board Meeting Schedule, requesting that the board hold May 4, 2007 and that future dates will be discussed offline.

The Work Group Consultants are meeting monthly, with the next meeting on February 16. The board is invited as the work group consultants will share information and one another's activities.

### **Other Business**

Secretary Chrisman reminded the board about expressing interest in working with a work group. He indicated that there will be discussion regarding immediate priorities for action (Congressional, State, Funding) at the next board meeting.

Supervisor Conway adjourned the Meeting of the California Partnership for the San Joaquin Valley at 3:47 p.m.