

TO: Workforce Investment Board

DATE: 05/13/10

FROM: WIB Staff

- For Discussion
- For Action
- For Information

SUBJECT: Merced Ahead and Workforce Investment Board Community Meeting for Small Business Support facilitated by the National Association of Workforce Boards (NAWB) Update

PROPOSED MOTION(S): None. For Information Only.

DISCUSSION: The NAWB continues to provide technical assistance to the Merced WIB by offering system innovation through the application of the “U-Process”. Representatives from NAWB have been working with the Merced Ahead group as well as WIB Staff to convene a community meeting on May 1st at the Merced Senior Center and May 15th at the Atwater Community Center from 9am-1pm. At these events, NAWB representatives honestly and boldly will ask how community members, service agencies and business leaders can create and sustain economic vitality in Merced. Through a Merced Ahead meeting held in January, individuals concerned about economic development were identified and invited to create projects and initiatives that meet the economic challenges in the community.

The May 1st event focused on identifying leverage points and areas for change. Approximately 40 individuals attended the event that included creating “conversation maps” that included the following four (4) key areas: a) Public/Private Collaborations, b) Growing and Nurturing Small Businesses, c) Re-invent Merced, and d) Education Attainment from Pre-school to Incumbent Worker. Through the U-Process, the group has identified numerous areas that will require differing efforts, resources, and collaborations. The second meeting scheduled for May 15th will focus on creating initiatives based on the shared understanding developed on the first day and everyone was asked to bring at least one more person to the meeting.

All WIB members are encouraged to attend.

ATTACHMENT(S): Merced Ahead and Workforce Investment Board Flyer for May 15, 2010 Meeting, Conversation Maps

Who would have thought?

Merced County: The best place in California to start and run a small business!



It is happening and we need your continued help!

The response to our first joint Merced Ahead/Workforce Investment Board community gathering was overwhelming. We clearly identified economic development and small business as very important to our vision of a thriving Merced County. The brainstorming resulted in specific areas for further consideration and more input as follows:

- Education Attainment
- Growing Nurturing Small Business
- Private-Public Collaboration
- Reinvent Merced

We can do this through continued conversation and some innovative exercises to make this vision a reality!

Merced
AHEAD Join “Merced Ahead” and the
“Merced County Workforce Investment Board”
as we continue this journey at a community gathering.



Please join us for part of your Saturday with like-minded friends and neighbors, and bring friends, to continue the discussion of how we can work together to help unlock the great promise of our community

Date: Saturday, May 15th
Time: 9:00 AM to 1:00 PM
Location: Atwater Community Center
760 Bellevue Road
Atwater
Cost: Your time and ideas

Seating is limited to the first 200 people who respond.

Please RSVP to Cynthia at 724-2042 or email pitd131@co.merced.ca.us

MERCED AHEAD/WIB CONVENING MAY 1, 2010

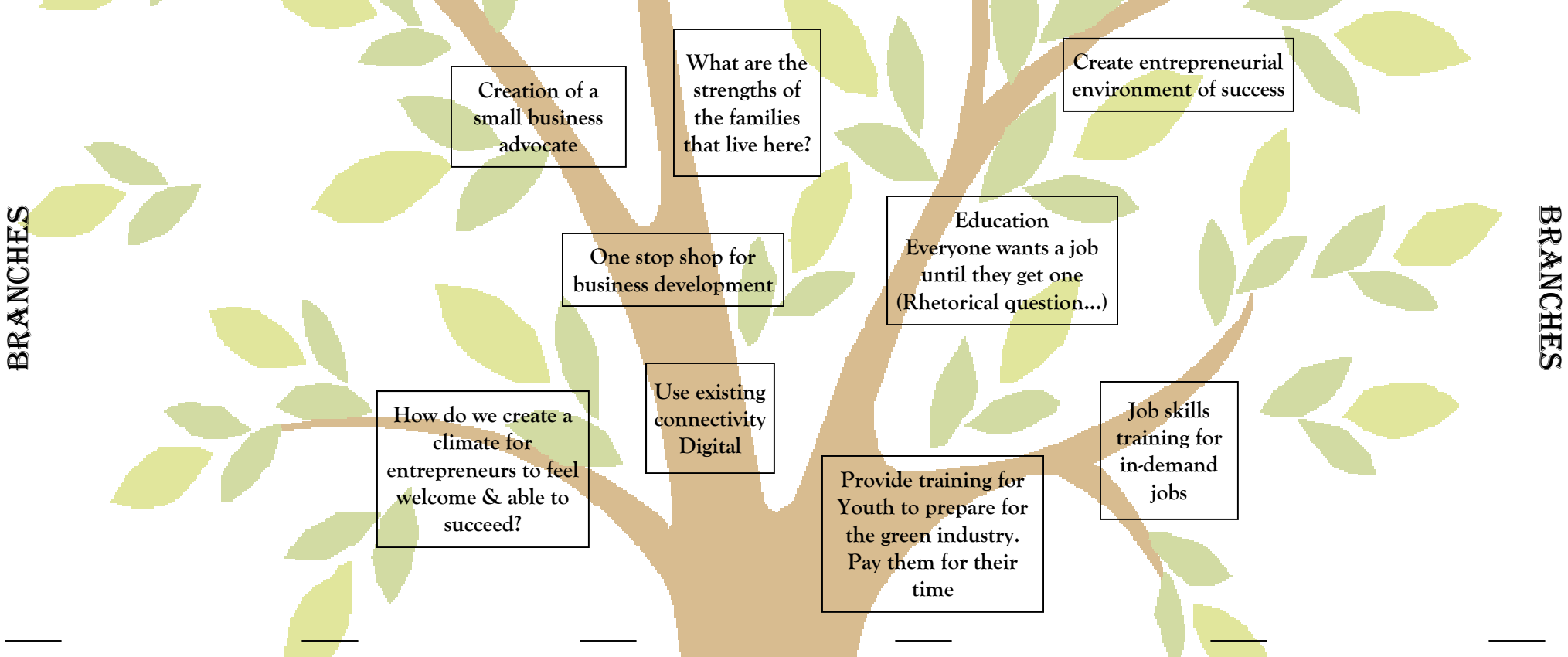
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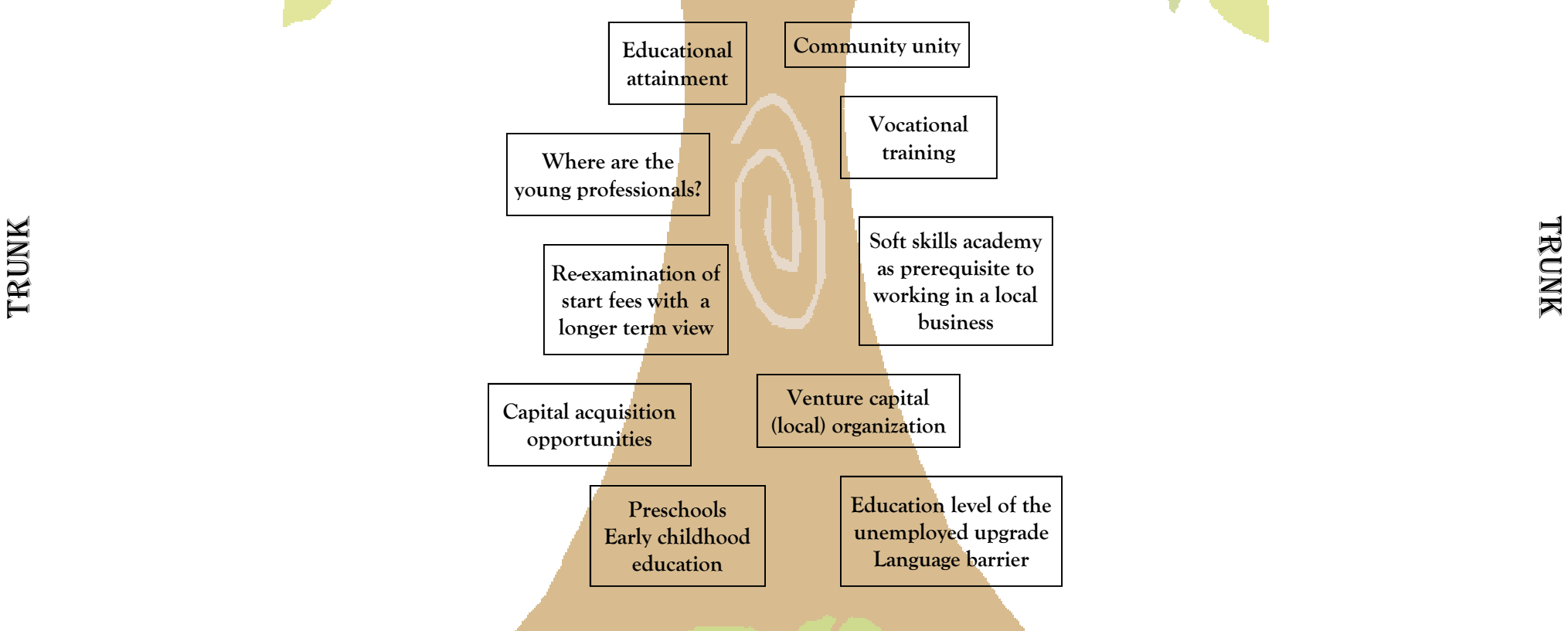
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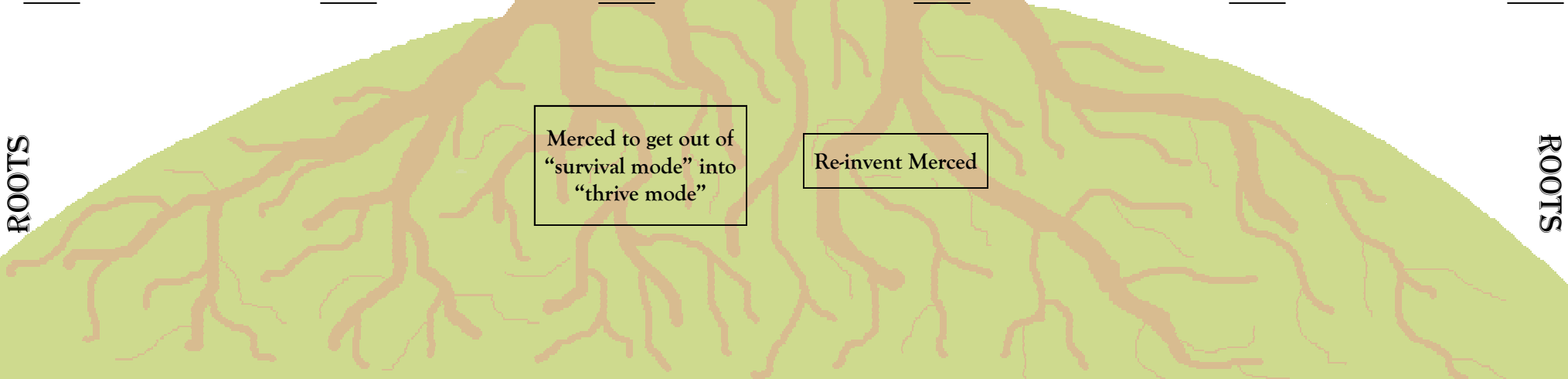
TRUNK

TRUNK



ROOTS

ROOTS



Public-Private Collaborations

- System-help are “splintered” or “fractured”
- Have community advocacy groups publicly report out to BOS & City Councils
- Have public sector allow private & non profits take risks regarding innovation/change!
- Community needs to understand/appreciate the social enterprise value of small business
- Time - cultural value difference
- “kill” the programs that don’t work find new ones





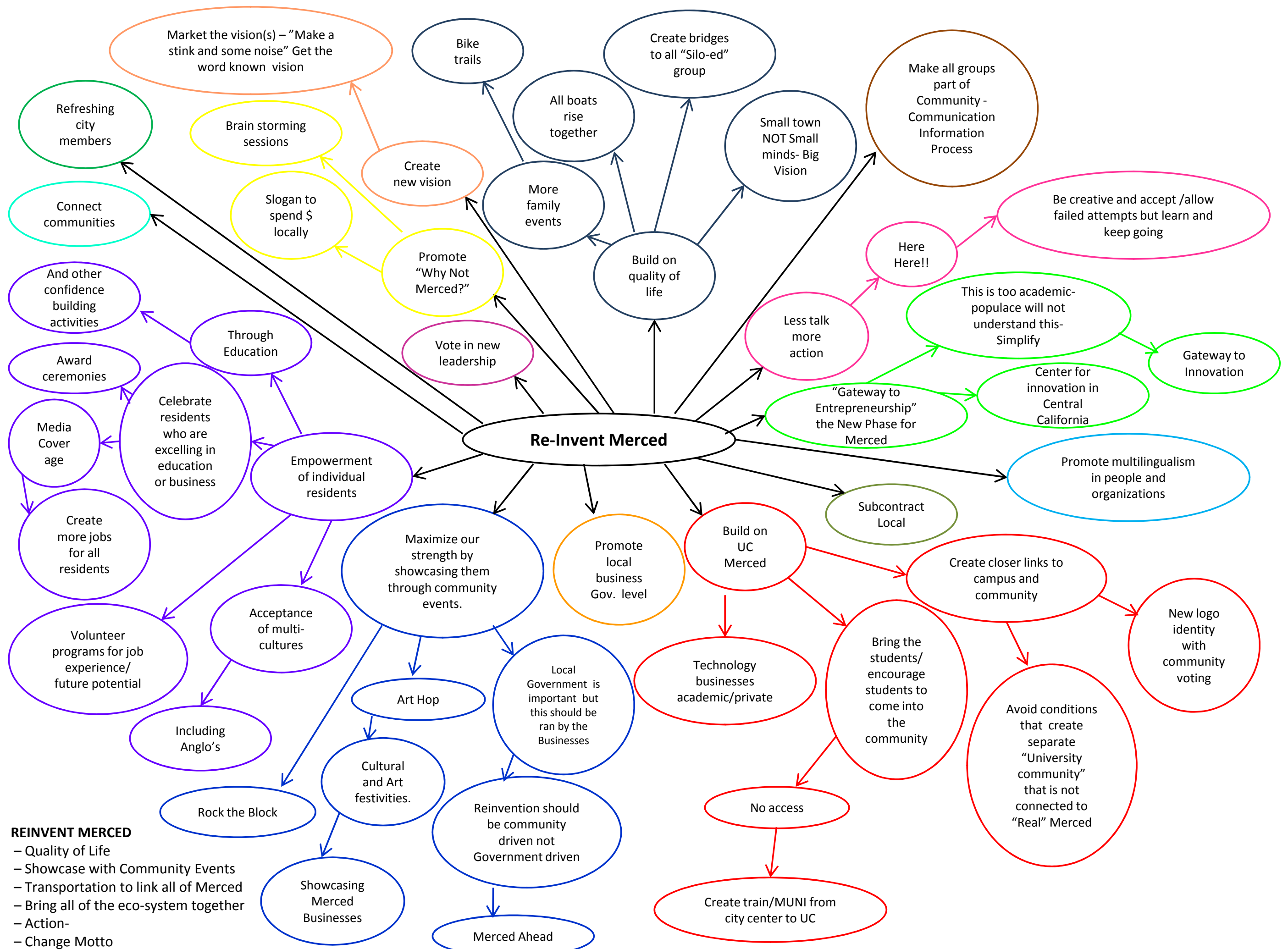
Nuturing Small Business – Ombudsman:
 business & County – Establish common ground, common culture- Marketing existing small buz helpers & advisors
 - We need a middleman
 - Small bu orientation
 - Better communication all the way around



EDUCATION – Important at all levels – pre-school → post-grad

- Public awareness of resources
- Private education
- Limited, dispersed resources
- Coordination of resources
- private sector driven

Education when possible should be done by private sector



- REINVENT MERCED**
- Quality of Life
 - Showcase with Community Events
 - Transportation to link all of Merced
 - Bring all of the eco-system together
 - Action-
 - Change Motto