



INNOVATION COUNCIL STEERING COMMITTEE MEETING AGENDA

Pacific Gas & Electric, Room “ABC”
111 Stony Circle, Santa Rosa CA 95401
(707) 577-7089
October 31, 2007
12:00 p.m. – 2:00 p.m.

		Responsible Person(s):
<u>12:00</u>	<u>Call to order/Introductions</u>	Co-chairs
<u>12:05</u>	I. <u>Approval of October 4 minutes</u> (see attached) ▶ Review and approve minutes.	Co-chairs
<u>12:10</u>	II. <u>November 9 Innovation Council meeting agenda</u> (see attached) ▶ Review and approve agenda.	Henton
<u>12:20</u>	III. <u>November 9 meeting materials</u> (see attached) a. Briefing binder materials on Innovation (outline) b. Initial findings of economic cluster assessment ▶ Review and approve materials.	Henton & Cochrane
<u>1:20</u>	IV. <u>Listening sessions</u> (see attached) ▶ Discuss and approve listening session plan.	Henton & Cochrane
<u>1:50</u>	V. <u>Public comment</u> ▶ Information only.	
<u>2:00</u>	<u>Meeting adjourned</u> – Announce next scheduled meeting	

Public comment: If you wish to speak on an item, you may do so upon receiving recognition from the Chairpersons. Please state your name and address for the record. Any person desiring to speak on any matter that is not scheduled on this agenda, provided it is under the subject matter jurisdiction of the Council, may do so during the Public Comment period at the end of the meeting. Matters not scheduled on the agenda cannot be discussed or acted upon by the Innovation Council members. All meetings are taped. Time limitations on public testimony may be imposed at the discretion of the Chairpersons. Written comments from the public should be provided to the Council at the address below at least 10 days before meetings in order to be distributed to Council members with agenda materials.

Disabled accommodation: If you have a disability which requires an accommodation, an alternate format, or requires another person to assist you while attending this meeting, please contact Ms. Colette Thomas at (707) 565-7170 at least 72 hours prior to the meeting in order to facilitate arrangements for accommodation.

Be courteous: Please turn off cell phones and pagers while the meeting is in session.



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INNOVATION COUNCIL STEERING COMMITTEE MEETING #1 - MINUTES

Date: October 4, 2007
Time: 3:00, PG&E

ATTENDING: Bob Anderson, Tim Anderson (TAC), Jane Bender, Don Bennett (public), Percy Brandon (Innovation Council), Randy DeCaminada, Don Chigazola (Innovation Council), Jennifer Henry (Staff), Doug Henton, Joe Horak (TAC), Scott Kincaid, Scott Kirk, John Melville, Cynthia Murray, Bill Nordskog, Al Redwine (TAC), Bruce Robbins (Staff), Lisa Schaffner, Alex Scherbatskoy (TAC), Marlene Soiland (Innovation Council), Ben Stone (TAC/Staff Lead)

VIA CONFERENCE CALL: Steve Cochrane, Mark McMullen

ABSENT: Bill Carson

- KEY OUTCOMES:**
1. Roles and Responsibilities approved.
 2. Dec. 7 Steering Committee time change: 11-1 p.m.
 3. Communication strategy discussed.
 4. Innovation Council agenda discussed.

AGENDA ITEM/ISSUE	INFORMATION
WELCOME AND AGENDA REVIEW	Meeting called to order at 3:00.
INFORMATIONAL ITEMS – MEETING AND PROJECT PURPOSE	<p><u>Meeting Purpose:</u> Review the Innovation Council process, prepare for first Innovation Council meeting</p> <p><u>Project Purpose:</u> Industry, demographics, and resources issues have changed; globalization has increased. The Economic Vitality Project was the first project of this kind and continuity with that success is advantageous – created Tourism Bureau, Engineering Dept. at Sonoma State.</p> <p>Follow up critical – “actionable futures.” Add bullet to mission statement to reflect this.</p>
ACTION ITEM – ROLES AND RESPONSIBILITIES	<p><u>Co-chairs:</u> spokespeople, public outreach, keep project moving</p> <p><u>Steering Committee:</u> advise in development of Council meetings, offer perspectives</p> <p><u>Innovation Council:</u> ultimate decision-makers, review findings, assess and guide progress</p> <p><u>Collaborative:</u> facilitators, put pieces together, integrate, prepare working binder</p> <p><u>Moody’s:</u> create economic forecast working with TAC, staff, and other contacts</p> <p><u>TAC:</u> (WIB, PG&E, SCWA) support Council and staff, supply data, contacts, and technical help</p> <p><u>Staff:</u> coordinate meetings and post materials, send regular press releases, facilitate communication</p> <p>* Roles approved.</p>

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<p>ACTION ITEM – PROCESS ROADMAP</p>	<ul style="list-style-type: none"> • Steering committee meeting before every Innovation Council meeting • Moody’s will review work and recommend current clusters – input for first Council meeting • Collaborative will take cluster focus groups, present data from them at second Council meeting • Goal: present Board of Supervisors with final report, action plan • September community conference <p>* Add “s” to conference on Process Roadmap – more than one conference. * Time change – Dec. 7 Steering Committee meeting – now meets 11 to 1 with lunch.</p>
<p>ACTION ITEM – COMMUNICATION STRATEGY</p>	<p><u>Previous activity:</u> Article published in Sonoma Index-Tribune <u>Upcoming activity:</u></p> <ul style="list-style-type: none"> • Local papers • Website – make the place for public to comment via e-mail prominent – “let us hear from you” • Press releases • Bring sliver to talk about the project • Form speakers bureau • Op-ed pieces by Steering Committee members • Public access TV, high school TV, Comcast local edition • Outreach to universities • Spanish language • Form tagline, such as “Inventing Sonoma’s tomorrow.” • Link to timeline on process roadmap <p><u>Sliver changes:</u> add Innovation Council to address, add Council members’ organizations if possible</p>
<p>ACTION ITEM – AGENDA FOR FIRST INNOVATION COUNCIL MEETING</p>	<ul style="list-style-type: none"> • start at 12 with lunch - more time for Council member self-introductions • cover roles, purpose of meeting • economic clusters • desired future exercise on blue board • Brown Act summary from Steve Shupe, County Counsel • go until 3:30 • binders will be provided
<p>PUBLIC COMMENT</p>	<p>No public comment.</p>
<p>NEXT MEETING</p>	<p>Steering Committee: Wednesday, October 31, 2007 PG&E</p>



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INNOVATION COUNCIL MEETING AGENDA

Sonoma Mountain Village Event Center, "Oak Room"
 1100 Valley House Drive, Rohnert Park, CA 94928, Phone (707) 665-9472
 November 9, 2007, 12:00 p.m. – 3:30 p.m.

		Responsible Person(s):
<u>12:00</u>	Lunch	
	I. <u>Welcome</u> – County Supervisor Paul Kelley	Co-chairs
	II. <u>Introduction of project team</u> (see attached Roles & Responsibilities)	Co-chairs
	III. <u>Council member introductions</u>	Henton
	□ Why will you live in Sonoma County 10 years from now, and why is innovation important to the future of the County?	
<u>1:30</u>	IV. <u>Overview of new global innovation economy and Sonoma County clusters</u> (see attached)	Henton & Cochrane
<u>2:00</u>	V. <u>Members describe their “desired future” for Sonoma County in 10 years</u>	Henton
<u>2:30</u>	VI. <u>Members identify “current reality” facing Sonoma County</u>	Henton
	□ Strengths, weaknesses, opportunities, and threats	
<u>2:50</u>	VII. <u>Members identify potential areas for innovative action</u>	Henton
<u>3:10</u>	VIII. <u>Brown Act overview</u> – County Counsel	Shupe
<u>3:15</u>	IX. <u>Public comment</u>	
	▶ Information only.	
<u>3:30</u>	<u>Meeting adjourned</u> – Announce next scheduled meeting	

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Based on the recommendations of **Moody's Economy.com** in their Economic Cluster Assessment, **Collaborative Economics** will augment the clusters examined in the Sonoma County Economic Vitality Project (1995-1997) study as well as the 2006 economic cluster study, "Economic Opportunity and Workforce Development in Sonoma County" (both available at www.innovationcouncil.org). The 2006 study conducted focus groups with representatives from major sectors of the local economy (such as tourism/wine, health/wellness, and technology/innovation/creativity) and growing demographic groups (such as Hispanics and seniors).

This enhancement will seek to address:

- Areas of concern
- Emerging industries
- New clusters that have been identified
- Areas of opportunity
- Other economic factors that have been brought to attention by **Moody's Economy.com's** assessment

Collaborative Economics will carry out no more than two new clusters and/or demographic group listening sessions that will serve as an augmentation and enhancement of the 2006 study, rather than a replication.

The listening sessions, which will include one cluster-focused session and one session that centers around the three key areas of emphasis for the study (workforce demographics, global competition, and natural resource restrictions), will also attempt to engage participants to become potential champions in the future implementation of recommended actions.

Collaborative Economics will work closely with **Moody's Economy.com**, Steering Committee, and technical assistance committee led by the Economic Development Board in determining the focus of the listening sessions. Initial findings of the Economic Cluster Assessment will guide this focus and will be presented by **Moody's Economy.com** at the Second Steering Committee meeting on October 31, 2007 (via teleconference).

1. These sessions should be scheduled to take place some time between 11/1 and 12/15.
 2. 10-20 people should participate in each listening session
 3. The sessions should last 2 hours
 4. Sessions could be held on one day (early AM, over lunch, late PM)
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