



Meeting Minutes – Steering Committee

Date: August 28, 2018

Time: 10:30 a.m. – 12:00 p.m.

Location: Prior Lake City Hall

Work Group Members:

Kirt Briggs (E)	X	Bob Crawford (T)		Bob Coughlen	X
James Eriksrud (H)	X	Josh Johnson (T)	X	Darren Kermes	X
Kami Thompson (E)		Bethany Tjornhom	X	Jon Ulrich (T)	
Joe Vaughan		Jane Wiley (T)	X	Mike Waldo (H)	X
Eric Weiss	X				

Staff Members:

Tracy Cervenka	X	Brad Davis	X	Lisa Freese (T)	
Jake Grussing	X	Brad Larson (T)	X	Barb Dahl	X

Agenda Item 1: Work Group Updates

Housing: James Eriksrud reported that the Housing Work Group has identified two action items for focus by a subgroup: (1) engagement with the public; and (2) engagement with partners. He also noted that Affordable Housing Tools is the topic of the September 14 SCALE meeting, and will include a panel presentation.

Workforce Readiness: Barb Dahl advised that the Workforce Readiness work Group has identified four action items for focus by a subgroup: (1) post-secondary presence in the county, (2) increased awareness of local job opportunities (web site), (3) youth connections to employment (understand career pathways); and (4) targeted economic development.

Barb noted that the City of Shakopee has spoken with Minnesota State about a post-secondary presence in Scott County. They have also discussed their interest with the school district and the EDA.

Barb provided information on a marketing opportunity via Southwest News Media related to creating awareness of local job opportunities. The overall plan being proposed by Southwest News is to run a contest for a month with people nominating great employers including an event to award those employers; to market and provide an editorial opportunity for the Live Learn Earn initiative; and hold a large job fair. When asked if SCALE would sponsor the event, staff indicated we would bring effort, but not funding. There was much discussion about the need and timing of marketing. The consensus of the Steering Committee was to move forward with the opportunity to communicate what we are doing, but not take out an ad.

Barb also noted the Business In Focus article as an example of a tool to help with targeted economic development. The talking points for that article came from recommendations from the Steering Committee.

Transportation: Brad Larson stated that at the last Transportation Work Group meeting, the group discussed the 495 route. He added that the city of Savage is working with MVTA about Savage being a potential stop between Shakopee, Burnsville, the Mall of America, and Minneapolis. Bob Crawford is working on the car repair program with Bethany Tjornhom and FISH. This is a program that needs to grow organically. The September meeting will consist of discussion of the Dan Patch Line as well as findings from a study being conducted by the University of Minnesota focusing on the barriers to employment for youth. Transportation is one area that is being looked at. Kirt Briggs initiated discussion of charging stations.

Education: Kirt reported that the posters encouraging early childhood screening has been distributed to point people in a variety of locations including school districts, the faith community, and daycares.

Kirt raised discussion of broadband access throughout the County. He attended a discussion that included Comcast and learned one-third of all households do not have broadband access and the number is higher for our veteran households. He asked if we have data related to broadband. Darren Kermes and Jake Grussing provided information about hot spots that have been provided to students without access. Jake added that data from a regional library survey indicated that 86% of students did have high speed access, and 8% had no internet access. Kirt inquired if one goal should be related to internet/broadband access in households.

Agenda Item 2: Retreat Planning

Jake provided an outline of a draft agenda for the October 23 retreat:

1. Intro and Welcome
2. Guest speaker (R.T. Rybak)
3. Highlights from the Collective Impact Training
4. Dashboard Indicators
5. Action Group Proposals
6. Invitation/Inspiration

The group discussed the items on the draft agenda. There was agreement that the action items are important for the retreat. There was discussion of reviewing branding or the question of why we are doing this. It was suggested that the dashboard indicators tell the story of why we are all at the table.

Brad Larson, Eric Weiss, and Kirt Briggs volunteered to participate in further retreat planning.

Agenda Item 3: New Live Learn Earn Logo

Jake advised that he has reached out to a graphic designer who provided a proposal of approximately \$600 to create a new Live Learn Earn logo, a logo for each pillar, and to provide that for both print and digital. It was recommended to look at this logo to tie to the new SCALE logo to be presented in September to the SCALE Executive Committee. It was agreed, if possible, to have the new logo be rolled out at the October 23 retreat.

The next meeting will be held on Tuesday, September 25, 2018 at 10:30 a.m.

