



Governor's Council on Economic Expansion: 05/09/2022

Minutes prepared by: Carrie Krueger, Department of Human Services
Location: Virtual

Attendance

Jeffrey Ettinger, Co-Chair, Hormel (formerly)
Paul Williams, Co-Chair, Project for Pride in Living
Scott Burns, Structural
Brett C. Carter, Xcel Energy
Joe Fowler, Minnesota Building and Construction Trades Council
Jodi Hubler, Medical Alley Association
Brenda Hilbrich, SEIU Healthcare Minnesota
Neel Kashkari, Federal Reserve Bank of Minneapolis
Marcus Owens, African American leadership Forum; Linking Leaders
Tuleah Palmer, Blandin Foundation
Joo Hee Pomplun, Alliance for Metropolitan Stability
Nonoko Sato, Minnesota Council on Nonprofits
Bharti Wahi, Department of Human Services
Penny Wheeler, Allina Health (formerly)
Steve Grove, Department of Employment and Economic Development
Roslyn Robertson, Department of Labor and Industry

Agenda

Objective: Understand strategies to realize the vision that Minnesota will have the essential drivers in place to ensure economic prosperity for all Minnesotans

2:00 PM – 2:45 PM	Essential drivers panel <ul style="list-style-type: none">Eric Jolly, president and CEO, Saint Paul & Minnesota FoundationTim Penny, president and CEO, Southern Minnesota Initiative FoundationMayKao Hang, vice president and founding dean, Morrison Family College of Health at St. Thomas
2:45 PM – 3:00 PM	Large group discussion
3:00 PM – 4:00 PM	Subcommittee work on the roadmap <ul style="list-style-type: none">Draft strategies

- Refine current content
 - Prepare for hand off to writing team
- 4:00 PM Meeting adjourns

Next Meeting

Date: 05/23/2022

Time: 2:00 PM – 4:00 PM

Location: Virtual

Meeting Notes

Meeting convenes

Commissioner Grove started the meeting with the announcement that this meeting is fully virtual because an in-person meeting is not practical or prudent due to the health pandemic, pursuant with [Minnesota Statutes, section 13D.021](#).

Paul Williams provided a welcome and an overview of the meeting agenda.

Neel Kashkari introduced the subgroup hosting today's panel exploring the vision that Minnesota will have the essential drivers in place to ensure economic prosperity for all Minnesotans. He highlighted the focus topics: housing, child care, housing, and infrastructure.

The subcommittee is focused on identifying strategies that will "move the needle" on these issues. The group highlighted the transformational change needed in these areas if the roadmap recommendations will make a difference.

Essential drivers panel

The panel discussed how to we catalyze transformational change about any issue and shared examples in modern life that drove transformational change.

- The surge in our ability to achieve in STEM disciplines in the early 2000s, led by aggregated partnerships and the following core interventions.
 - Engagement – Getting students excited in STEM subjects.
 - Capacity – Getting kids the skills needed to be successful in STEM, creating access to STEM education and training teachers.
 - Continuity – Creating and reinforcing systemic change.
 - Coherence – Logical and aligned efforts across sectors toward a shared goal.
- Recycling and mental health reform. Lessons learned through efforts to change mental health care in MN:
 - Using moral authority, cross-sector engagement with churches.
 - Telling stories and making the case for change.

- Reframe the problem. Look at how the general public is understanding the problem and provide simple concrete messaging related to action. Many messengers, one story.
- Varied interest group rallied around one shared goal. Create collective action networks.
- Change efforts take longer than you think.
- Use legal and regulatory actions.
- Leaders must be held accountable to results.
- Research and program evaluation is present.
- Improvements in child care and early childhood education.
 - Providing resources to child care providers to help with licensure and improve quality.
 - Change benefits from bipartisan support.
 - These projects benefited from research and data on what works, a concerted effort between groups, and bipartisan support. It is an example of something that was piloted and scaled up.

The panel discussed how to confront challenges where people feel like they are required to give something up to advance the change.

- Panelists discussed communities pulling together a coalition within the community to undertake the message of urgency. In Rochester for example, the Rochester Area Foundation took child care on as a priority issue and pulled together community leaders to help tackle the issue. They researched the issue, led public education campaigns and received Community Development Financial Institution (CDFI) Certification. Other communities have done similar work pulling together a cross-section of community leaders and explored the problem together, appealed to the public and came up with creative approaches to financing the projects.
- Framing through what we lose can be reframed in what we gain, for example: stability in schools, stability in tax base, lower crime rate. Continuum of housing isn't all single family housing, which is not necessarily the appropriate point of entry into home-ownership.
- Creating a connection to how people benefit from these changes. Often, direct community education is needed. Investment in leaders coalescing around an issue early on can be critical for success.

The panel discussed the importance of framing big transformational issues.

- The panel identified a need to reframe issues to talk about the future of the state and drive change. For example, demonstrating the return on investment for early childhood education helped garner bipartisan support.

The panel discussed public safety and how it keeps coming up as a benefit of these things: housing, child care, economic opportunity, and if it could be a motivator for change.

- The check against government is its citizens. When the government is not working correctly there needs to be a balance against it. That needs to be present to check the power of the government. We have to create a space as leaders where there can be a true conversation and engagement with what public safety functions look like. In some communities "public safety" is a threat and a worry.

The panel discussed resetting responsibility for shared ownership of change and how individuals, businesses and government step in.

- It starts with looking at the people actively engaged in the dialogue and getting them engaged first. Finding where these groups are logically and consistently aligned toward a single goal. Then find a value proposition and explain what is gained by uniting around this goal. Shift of focus to allow everyone to continue what they are doing, while reorienting the message and giving responsibility to local leaders, where change happens.
- The panel discussed how history focuses on powerful leaders but not necessarily the small incremental steps or the background context for driving large scale change. For example, how Lincoln founded National Academies of Science and Engineering. He did this on the back of scientific institutions yearning for a voice. He gave them a unified platform to focus their energy. It is important to provide platforms to those calling for change.

The panel shared some closing thoughts:

- On housing, child care, education, access to infrastructure. Leveling the field in economic opportunity is providing opportunities to succeed and reducing poverty. Personalizing these topics is important. Systems make it difficult for people experiencing poverty. Poverty is not permanent; people can move out of it.
- In some instances, it works well to bring advocates in to a collative to drive change.

Paul thanked the panelists and Neel for moderating.

Next Steps

Liz provided an overview of our council timeline, including a date change for the timing of our Virtual Town Hall Meeting, the meeting will now be held on May 31. Subcommittees will sunset and staff will start drafting the road map. Requested council members let us know if they would like to help craft the preamble to the road map. Jeff highlighted that we are transitioning from deep work to our collective work, but people can keep working on the roadmap components.

Council adjourned to subcommittees at 3:01 p.m.