



Governor's Council on Economic Expansion: 03/28/2022

Minutes prepared by: Rhonda Davis, Project Consulting Group (PCG)

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
- Tuleah Palmer, Blandin Foundation
- Joo Hee Pomplun, Alliance for Metropolitan Stability
- Nonoko Sato, Minnesota Council on Nonprofits
- Traci Tapani, Wyoming Machine
- Bharti Wahi, Department of Human Services
- Penny Wheeler, Allina Health (formerly)
- Steve Grove, Department of Employment and Economic Development
- Jodi Harpstead, Department of Human Services
- Roslyn Robertson, Department of Labor and Industry

Agenda

Next Meeting

Date: 04/11/2022

Time: 2:00 PM – 4:00 PM

Location: Virtual

Meeting Notes

Meeting convenes

- Commissioner Robertson confirmed the meeting is live and being recorded, and made 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](#) and shared the objective of the Holistic Support subcommittee then introduced the speakers on the panel.

Objective: Minnesota holistically invests in its current and future workers, including BIPOC entrepreneurs and micro businesses, and removes systemic barriers to create a just and fair society that supports all to participate, prosper, and reach their full potential.

- Mr. Daniel Bustillo, Executive Director of Healthcare Career Advancement Program (HCAP) a national center for healthcare career apprenticeship, career ladder training for specific roles, and catalyst for advancing racial equity and job equality in healthcare.
 - Mr. Bustillo shared specific data tied to partnerships with over 1,000 employers, and 550,000 workers with access to training programs, with more than 100,000 workers enrolled in training.
 - Developed a successful methodology and built the infrastructure proven to be a successful working model. Proven training that engages the worker and provides results to the employer and the worker, satisfying both supply and demand.
 - Intentional program that connects the employee to a career ladder progression.
- Dr. Barbara Doyle, a 20-year career in non-profit leadership, most recently with Urban League Twin Cities directing and leading multiple workforce programs shared the following insights:
 - Through the development of educational programs, BIPOC (Black, Indigenous, and people of color) workers and entrepreneurs become labor market influencers and strengthen their economic competitiveness.
 - Education to the community and the employer can result in economic competitiveness.
 - Current public policy, combined with the conversation around livable wage vs. minimum wage is being heard both locally and nationally.
 - Race matters. Employers and policymakers must immerse in conversation with the BIPOC community and the organizations that exist to bridge the gap.
- Mr. Louis J. King II, CEO, Summit Academy; OIC President & CEO, OIC of America, and Board Member at Allina Healthcare.
 - The immediate future requires the investment and cultivation of talent. Black Americans are uniquely positioned to lead economic expansion as they have throughout history.
 - CEOs must own the commitment to the intentional investment of creating, developing, and including BIPOC talent. A CEO cannot delegate the commitment.
 - There are successful programs available now. The inevitable and imminent supply and demand challenge that businesses are facing now has created a window of opportunity and business leaders should act.

- Denise Butler, Associate Director and Director of Economic & Community Development at African Career, Education and Resource (ACER) provided the following insights:
 - Venture capitalists have an opportunity to invest in diverse businesses.
 - Currently Black business owners represent less than 3% yet are 12% of the population; the data is noteworthy.
 - 92% of small business is classified as sole proprietorship, and those businesses were excluded from pandemic support.
 - Employers must build trust with BIPOC, Asian Pacific Islander (API) and women of color.

Q&A Moderated by Commissioner Robertson

- Proposed strategies to support economic expansion in the next five years:
 - Involve the BIPOC community and the employer in the conversation or there will not be a cohesive program.
 - Eliminate the segregation of frontline essential workers. The career ladder conversation must shift. The mature conversation includes the acknowledgement that essential frontline workers cannot financially support themselves with a wage that is unlivable.
 - Provide a holistic program that includes training, consistent support, and the tools that are necessary to apply, interview for and receive a job offer.
 - The supply side of employees must increase, or Minnesota's economy will cease to grow.
- Proposed strategies to break down systemic barriers to ensure inclusion:
 - Actively engage with the BIPOC community to develop an authentic relationship.
 - Community materials, educational seminars, and proactive outreach to employers and government is and has been made available.
 - Acknowledge the reality that healthcare, childcare, food service and meatpackers are essential to the expansion of the economy, yet the wages are noted to be inadequate to pay rent, utilities, food, childcare, and transportation.
 - Respond with a proven program to ensure BIPOC and API communities can see themselves prosper in the future Minnesota economy.
- How holistic support of workers and entrepreneurs impacts Minnesota's economy:
 - A successful program recognizes the demand and supply of workers to available jobs and involves black and brown workers to take part in the program.
 - A holistic program includes training, along with very clear racial and gender metrics that enable relevant data to be reconciled against the investment.
 - The workers and future employees are trained and ready to take the next step in the career ladder.
 - Investment in small businesses within diverse communities yields revenue for the state of Minnesota through taxes.
 - The small business employs individuals within the community.
 - Why wouldn't the state invest in diverse businesses?
- How specifically could the Council build this work into the road map:
 - Employers must learn how to build trust with BIPOC, API and women.
 - Investment in tools, such as a laptop is now a must have.

- HR screens out any individuals that do not apply online.
- The livable wage and the minimum wage are distinctly different, which requires elevating the conversation.
- Acknowledge the success of the Hire MN program, which created workforce equity on projects such as the Greenline and Viking stadium.
 - Initiate conversations with employers and the BIPOC community related to equal hours and pay.
- Acknowledge the need to solve for the barriers that exist preventing individuals from completing complicated yet required paperwork especially impacting the BIPOC community.

GCEE Discussion

- Consistent themes exist between subcommittees related to the lack of intentional outreach and investment of BIPOC employees. The cost of rent, utilities and other essentials exceed the minimum wage. The problem no longer appears to be a wait and see what happens as the disparate wage and cost of living continues to widen, not course correct itself.
- Similarly, as other subcommittees have noted workers may be happy with their job, yet the cost of childcare may lead them to the conclusion that it may not be worth both adults staying in the workforce.
- The Council discussed linking recommendations that create pipelines in healthcare, STEM and include local communities in the conversation.
- Determine where investment is needed and reach conclusion on recommendations.
- Subcommittees confirmed continued engagement with communities, organizations, and businesses.

Subcommittee Working Sessions and Close

Subcommittees worked on sections of the roadmap in small groups. Co-chair Jeff Ettinger shared the next GCEE session will occur on April 11, 2022, thanked the participants and attendees, and closed the meeting.