

Final Agenda
MetroBusinessNet Spring Meeting
Federal Reserve Bank of San Francisco
May 16 and 17, 2002

Hotel and Meeting Locations

MetroBusinessNet participants will be staying at the Hyatt Regency San Francisco located at 5 Embarcadero Center. The meeting will be held at the Federal Reserve Bank of San Francisco located at 101 Market Street directly across from the Hyatt. The meeting will take place on the 4th floor of the bank in Central A & B.

Wednesday, May 15

Evening reception at Hyatt Regency San Francisco **6:00**
An evening reception with appetizers and drinks. This will take place in the 'Hospitality Room' of the Hyatt Regency.

Thursday, May 16

Welcome/Introductions/Meeting Overview **8:30**
Erin Flynn, FutureWorks

Welcome and overview of the Bay Area Council and regional economy
Robert T. Parry, President and CEO, Federal Reserve Bank of San Francisco

Overview of the Bay Area Alliance for Sustainable Development and the Community Capital Investment Initiative
Sunne McPeak, President and CEO, Bay Area Council

Part I: Structuring Regional Collaboratives **9:00**
This session will focus on the regional collaborative entities emerging in the five MetroBusinessNet regions. It will begin with a presentation by members of the Steering Committee of the **Bay Area Alliance for Sustainable Development**. The Bay Area Alliance is a multi-stakeholder coalition composed of 45 business, environmental, social equity, and government organizations working to develop and implement a sustainability action plan in the Bay Area. Representatives from the '3 E's' and government will discuss key lessons learned to date.

Presenters: Juliet Ellis, Urban Habitat; Bob Harris, PG&E; Sherman Lewis, Sierra Club; Gerry Raycraft, Association of Bay Area Governments

Moderators: Nick Bollman, California Center for Regional Leadership; Brian Bosworth, FutureWorks

This is an interactive, participatory session designed to capture the consortium's ideas about how to best structure regional collaborative entities. We want to cover the following topics:

- *Scope of Participation* – which regional players should be included in the collaborative? What should the scope of participation be (i.e., organizations, individuals, public, private)?
- *Organizational Form* – how is the collaborative structured? Is it virtual or a distinct entity? What legal form does it take? Does it have decision making or legislative authority?
- *Structure of Participation* – what are the rules of participation? Are there carefully defined roles? What is required of participants? How often does the collaborative meet? How is work conducted/staffed between meetings?

Part II: Community Capital Investment Initiative and the Family of Funds 10:30

This session is an in-depth exploration of the Community Capital Investment Initiative – a private sector strategy initiated by the Bay Area Council to simultaneously produce market rate return on investment, reduce poverty, improve social and economic conditions in economically distressed neighborhoods and promote smart growth throughout the region.

The Bay Area Council and its partner organizations will walk us through the logic and structure of CCII. This will be followed by group discussion focused on how the Initiative relates to regional strategy, the challenge of aligning business and community interests, and the skills required to successfully implement this development approach.

Presenters: James Head, National Economic Development and Law Center; Sunne McPeak, Bay Area Council.

Moderator: Pete Plastrik, Integral Assets Consulting

Lunch 12:30

Over lunch, the regional teams will provide updates on the status of their MetroBusinessNet projects.

Wake Up walk on the Embarcadero (bring your sneakers!) 1:30

Lessons from the Field: Business Mentorship Programs **2:30**

The Civic Committee of the Commercial Club of Chicago has recently concluded a two-year pilot project linking small and medium-sized inner city suppliers with corporate members of the Commercial Club. The project sought to develop supplier capacity, increase sales, and generate new employment opportunities in these companies for inner-city residents. In this session we will discuss lessons learned from the pilot.

Presenter: Vince White–Petteruti, Director of Economic Development, Civic Committee

Response: Pamela McKee, Staff Director, Community Business Partnership, Greater Washington Board of Trade

Response: Valerie Patton, Director, St. Louis Business Diversity Initiative, St. Louis Regional Chamber and Growth Association

Moderator: Etienne LeGrand, The Enterprise Group

Building Regional Business Civic Capacity: An Emerging Practice Field **3:45**

Author and consultant Pete Plastrik (Integral Assets Consulting) has developed a framework for the MetroBusinessNet Consortium which captures the complex process of Business Civic Capacity Development. Pete will present the framework to the group and walk us through it. Following the presentation we will discuss the six essential elements he maps out in the context of each region's work.

Dinner at the Waterfront Café, Pier 7, The Embarcadero **6:30**

Friday, May 17th

Making the Business Case for Social Equity: 8:30

A Workshop with Manuel Pastor

Manuel Pastor, Professor of Latin American and Latino Studies at the University of California, Santa Cruz and author of the influential book, *Regions that Work: How Cities and Suburbs Can Grow Together*, will conduct an interactive workshop on the business case for social equity.

Presenting his own research in metro regions as well as other evidence, Pastor will demonstrate the links between high performing regional economies and greater social equity. Drawing on the arguments and data provided by Pastor, the regional teams will break out to consider the evidence/data required in their own regional context to make a strong business case for equitable regional development. Each team will report out at the end of the session and present their findings.

Break 10:30

Resources for Business/Community Partnerships 11:00

Sharing the Wealth: Resident Ownership Mechanisms is a new report from PolicyLink. This describes a set of tools that contribute to equitable development by providing low-income/low-wealth residents with opportunities to obtain a financial stake and voice in economic activity in their neighborhoods. *Heather McChulloch*, lead author, will provide an overview of the report to the group.

Common Themes, Technical Assistance and Next Steps for MetroBusinessNet 11:30

In this session we will discuss common themes emerging across the five projects MetroBusinessNet sites and their implications for our work together. The FutureWorks team will pass out a ‘menu’ of possible technical assistance workshops for the group to consider and we will discuss next steps.

Discussion Leaders: Erin Flynn, FutureWorks; Bob Weissbourd, RW Ventures

Lunch 12:00

Meeting Adjourns 1:00