

MEDA Summer Conference 2021: Day 02

DAY 01 Summary

- Survey the current state
- Presented a Framework to get to Legislative Sessions (2023)
- Discussed Progress to Date
- Discussed How to think about it
- Collective Team Building
- Small group consensus on critical activities and getting ready
- Group Consensus + Vote results

DAY 02 Plan

- **NOW:** Stakeholder presentations
- Build the coalition and push for action

Small Group Discussion: Missing from Next Gen Report

group	topic
1	partner with other groups
1	educate legislators before session
2	priorities and action items
2	sustainable funding sources
3	not scalable for both rural and urban situations
4	marketing / PR
4	education inclusion
5	identify political partners
6	housing
6	how to capture new industries from remote work
7	needs in report are now pain points
8	identify key clusters
8	impact of COVID on economy
9	an action plan
10	affordable housing
11	diversity and equity
12	lean in versus support

Small Group Discussion: Committee Recommendations

group	committee
1	legislative
1	marketing
2	planning / strategy
2	childcare
3	no more committees
4	public relations / education (about MEDA)
5	technology
6	marketing / ambassadors
7	year-round legislative action
8	research and commercialization
9	clear decision-making entity (and process)
10	housing
10	diversification of existing committees
11	communications
12	rural focused
12	tribal

Small Group Discussion: how do we get ready for Legislature 2023

group	readiness needs
1	Interim committee: monitor + participate
2	series of roundtables with government + business
3	one (unified) message across MEDA
4	clear roles and responsibilities
4	ambassadors
5	roadmap of how to influence legislature
6	continue legislative committee, year round
7	year round relationship building
8	start earlier
8	consistent messaging around key items
9	set legislative priorities
9	define our (MEDA) priorities
10	collaborate with legislators
11	determine priorities / goals for MEDA
11	create MEDA talking points

Questions

- Knowing what you know, what are your top priorities?
- What happens next?

BREAK 01.

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reconvene @ 10:30



Group Discussion + Team Reports

MT:TLBP

Wrap-Up, Conclusions + Next Steps

DAY 02 Announcements

Thank you.