



FRIDAY, NOVEMBER 06, 2020 | 1:30 P.M.

ACOG BOARD ROOM

4205 North Lincoln Blvd, Oklahoma City, Oklahoma

CEDS AGENDA

1. Introductions - Mark W. Sweeney, AICP, ACOG Executive Director
2. Data Review - Dave McFadden, TPMA
3. Best Practices Review - Iffat Fatima, TPMA
4. Q&A - Matt Rueff, TPMA
5. Breakout #1 - Lindsay Bloos, Matt Rueff, TPMA (ATTACHMENT)
6. Refreshment Break
7. Breakout #2 - Lindsay Bloos, Matt Rueff, TPMA (ATTACHMENT)
8. Wrap-up and Next Steps - Lindsay Bloos, TPMA, Matthew Weaver, CPDM, ACOG Community & Economic Development Manager

NEXT MEETING:

THURSDAY, DECEMBER 03, 2020, at 1:30 P.M.

Please notify ACOG at 405.234.2264 (TDD/TTY Call 7-1-1 Statewide), if you require accommodations pursuant to the Americans with Disabilities Act or Section 504 of the Rehabilitation Act.

acogok.org

Chair

Steven J. Gentling
Guthrie Mayor

Vice-Chair

David Bennett
The Village Mayor

Secretary/Treasurer

Josh Moore
Edmond Councilmember

Executive Director

Mark W. Sweeney, AICP

Committee Members

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Kevan Blasdel okblaze@earthlink.net	City of Piedmont (City Council)
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Alba Weaver weaveran@oge.com	OGE
Matthew Weaver	ACOG Staff (Comm. & Economic Dev. Mgr.)

BREAKOUT #1: SCENARIOS & WHAT-IFS



Good company

Governments around the world struggle to handle the crisis alone, with **large companies stepping up as a key part of the solution** and an acceleration of trends toward “stakeholder capitalism.”

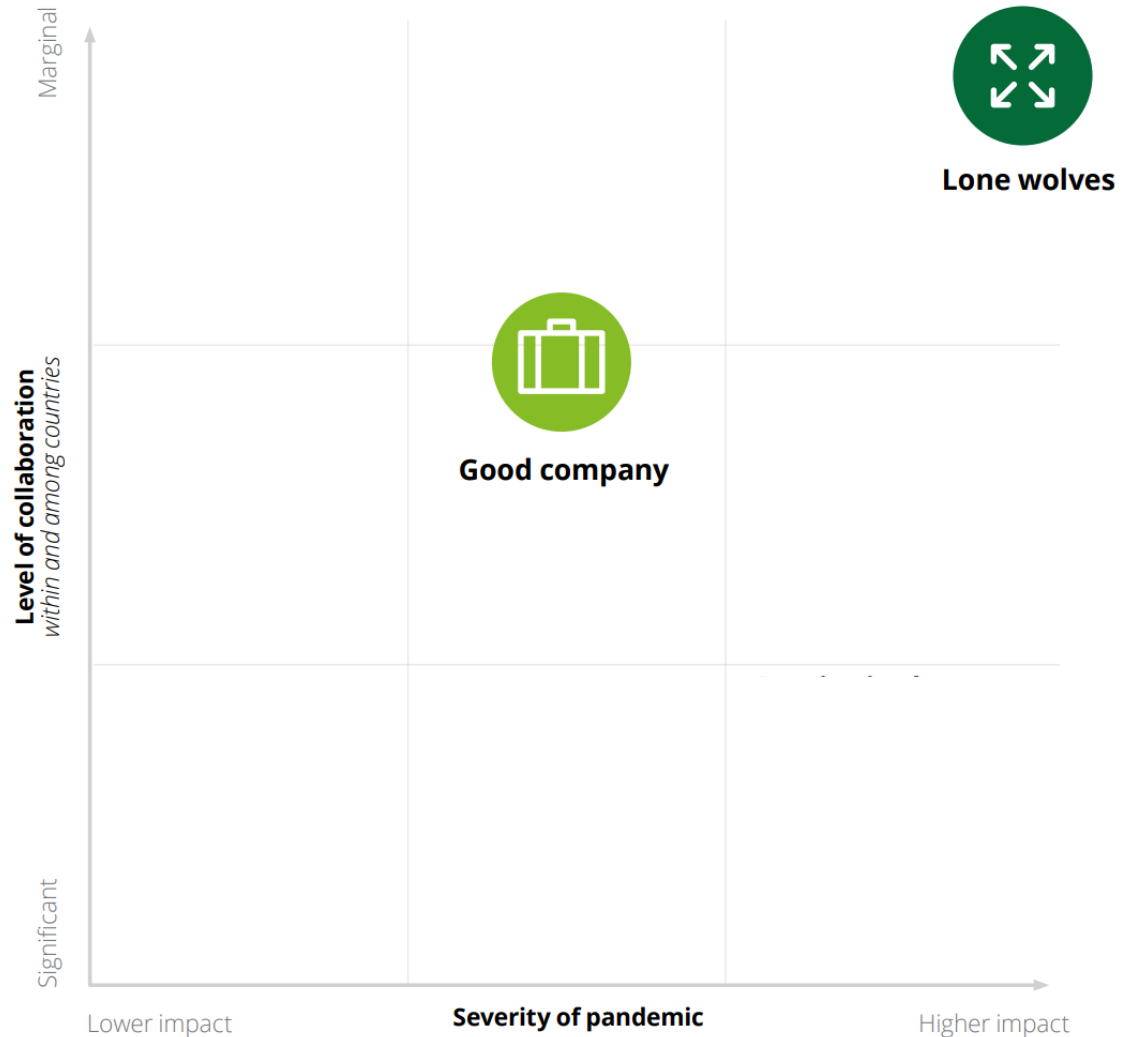
- More prolonged pandemic
- Collaboration to control the pandemic led by large companies



Lone wolves

Prolonged pandemic period, spurring governments to **adopt isolationist policies**, shorten supply chains, and increase surveillance.

- Severe, rolling pandemics
- Insufficient global coordination and weak policy response



BREAKOUT #1: SCENARIOS & WHAT-IFS

THINK ABOUT

- Which scenario best describes the world you are preparing for?
- What would you need to do differently in order to win in each of these scenarios?
- What capabilities, partnerships, segments, and workforce strategies do you need to learn more about?

	Good company	Lone wolves
Society Social cohesion...	... is maintained , as society shifts to become more “purpose-driven”	... falls , as xenophobia and suspicion of others become the norm
Technology Technology advances...	... take the center stage , with large companies driving solutions in areas such as health tech and biotech	... are divergent among different markets, with a focus on advances in surveillance and control measures
Economy Worldwide economies...	... are disrupted , with a growing concentration of power among large companies	... are left in turmoil , as global supply chains are disrupted
Environment Focus on climate change...	... is mixed , with some sustainability-minded companies investing in renewable energy	... declines , as countries shift toward energy independence
Politics Governments around the world...	... partner with large corporations, who step up as part of the solution	... adopt isolationism , as they attempt to contain the virus within

BREAKOUT #2: CHANGES & PRIORITIES

THINK BIG

- What would YOUR community look like at its most resilient?
 - Innovate
 - Collaborate
 - Lead
 - Engage
 - Activate Public Spaces
 - Improve Walkability
 - Reduce debt
 - Focus on Maintenance
 - Variety of housing options
 - Local food sourcing
- **What changes need to be made to increase resiliency?**

THINK SMALL

Remember: Incremental change is often an effective way to innovate and improve. Leaders should mirror the needs of people for greatest impact.

- Maria is a minority business owner with a home décor store on Main Street. She just launched a new website and adjusted business hours. Maria has two part-time employees. She lives with her husband, 17-year-old daughter, and her 1-year-old grandson. Her husband was recently forced into retirement but has found part-time delivery work which requires the use of the family's only vehicle.
- **What SMALL things could make a difference for someone in this position?**