

**MINUTES**  
**EDC-VC EXECUTIVE COMMITTEE MEETING**

June 12, 2018

- Location:** EDC-VC, 4001 Mission Oaks Blvd., Suite A-1, Camarillo, CA 93012
- Attendance:** Haider Alawami– Economic Roundtable Representative, City of Thousand Oaks  
Harold Edwards – Limoneira Company  
Cheryl Heitmann – City of Ventura  
John Procter – City of Santa Paula  
Carmen Ramirez, *Vice Chair* – City of Oxnard  
Sim Tang-Paradis – City National Bank  
Anthony Trembley – City of Camarillo  
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** Chris Meissner, *Chair* – Meissner Filtration Products
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Marvin Boateng, Loan Officer  
Ray Bowman, SBDC Director  
Clare Briglio, Communications Specialist  
Kelly Noble, Office Manager  
Bruce Stenslie, President/CEO
- Call to Order:** 8:31 a.m. Vice Chair Carmen Ramirez thanked everyone for attending the meeting.
- Roll Call:** Bruce Stenslie
- Amendment to the Agenda:** None
- Public Comment:** None
- Approval of Executive Committee Minutes** **Executive Committee Meeting, May 8, 2018**  
Vice Chair Ramirez announced there are no minutes to review at this meeting. The minutes from May 8<sup>th</sup> will be considered at the next meeting.
- Administration** **Consideration of an Updated Brand and Communications Strategy**  
Stenslie stated that this item is to open discussion and consideration of how we communicate our presence, purpose and value to our stakeholders and clients.  
  
While such a review and discussion is periodically healthy in any instance, there are two current drivers or motivators for this current reexamination:

- 1) The recent fire disaster amplified our need to be efficiently present, recognized and active in a variety of circumstances: in the field in direct response to need, in planning meetings with outside agencies for participating in the service response, in coordinated activities with multiple local, state and national organizations.
- 2) Our now eight year presence in Santa Barbara County as the Ventura and Santa Barbara County Small Business Development Center, and our expanding presence in Los Angeles as the SBA's regional lead for business technical assistance in international trade.

In short, what we draw from those experiences and others is that our name is long and unwieldy and, at the surface, is overly place (Ventura County) specific.

With that background we have launched an internal strategic planning process, intended to:

- improve our operational efficiency,
- add clarity to our service objectives, and
- enhance the effectiveness of our communication with our multiple stakeholder groups.

To help direct the overall structure of this work we have deployed a lean six sigma process, using the services of Carlos Conejo, Multi-Cultural Associates.

For the development of a revised Communications Plan we have relied on and benefitted from the work of Clare Briglio, who we brought on to staff as our disaster services coordinator and now evolved her leadership into our Communications Director.

Today's agenda item will include a summary of the draft proposed plan and the thinking behind it and an opportunity for Executive Committee input and guidance.

Discussion among Committee members focused on our regional activities outside Ventura County, options for a naming convention that captured our regional activity and the process and cost of adopting any change. Members encouraged that any change should be carefully introduced to the County and to the cities in Ventura County. There were also questions about any changes considered to governing structure. Stenslie indicated that none are intended or anticipated. In closing discussion, there was consensus that the idea needs to be introduced to the full board for consideration, input and direction. The proposal will go to the full board at its regular June meeting.

#### **Update on Ventura County Film Commission Activities**

Stenslie noted for the Executive Committee that in 2013 our Board approved a two year pilot to launch a more active role as the Ventura County Film Commission. The approved action established both the framework for funding—through voluntary assessments or contributions from the County, the cities and other stakeholders—and the contract function of “Film Liaison.”

In 2015 our Board re-affirmed its support for the Film Commission activity, and we have budgeted for it in each year since, anticipating \$67,000 in activity in 2018.

Film Commission and Liaison activities are to facilitate communication between

industry and location representatives, specifically to help avoid conflicts and to improve the over-all filming experience for all parties. The intended outcome is an increase of well-managed film activity, resulting in an increase in film shoots, film industry spending, local job retention and creation.

An essential component of our support for the Film Commission is an annual \$15,000 contribution from the County of Ventura. In exchange for that support, the County requires an annual update, looking for an increase in overall film activity and a report on the distribution of permits issued for filming throughout the region.

That report to the County Board is scheduled for Tuesday, June 19.

Stenslie provided an update on the last year's Film Commission activities and a preview of the presentation to the County Board of Supervisors.

### **Update and Discussion, Response to the Impacts on Business by the Thomas Fire, Consideration of Priorities and Funding Opportunities Moving Forward**

Stenslie stated that for a short summary on new resources brought in for response to the impacts, we have received:

- From the SBDC Lead Center in Long Beach and Governor's Office of Business & Economic Development, a redirection of \$87,000 in SBDC funds;
- Gene Haas Foundation, \$200,000 in loan capital;
- Pacific Western Bank, \$250,000 in loan capital.

Moving forward, staff has been focused on several funding opportunities:

- Submitted a \$40,000 proposal to the Kaiser Foundation, for funds to support continuing outreach and consulting for businesses impacted by the fire. That proposal was not funded.
- Submitted a proposal to Wells Fargo, in coordination with the Ventura County Community Foundation, for \$80,000: \$30,000 for loan loss reserve and \$50,000 to support the development of a new Comprehensive Economic Development Strategy (CEDS), which, per Department of Commerce Economic Development Administration (EDA) regulations needs to be updated every five years. Awards have not yet been announced.
- Staff is in discussions with EDA for an augmentation to our existing Revolving Loan Fund, with consideration to expand our lending territory to include Santa Barbara County. Any augmentation will require some share of matching funds. Staff will present options, considerations on this opportunity.
- Staff is working with other county, city and community based organizations for consideration of other requests for funding to EDA.

### **Membership Report**

Stenslie provided a brief update on current member status and recruitment activity stating that a proposal was submitted to Kaiser with a response stating that the proposal did not fit into their priorities.

**Presidents Report**

Stenslie shared with the Committee a draft report on business relocations, in and out of the county. Staff will continue to refine the data for future discussion.

**New or Unfinished Business:** None

**Executive Committee Comments:** Carmen Ramirez shared information about work at the SCAG regional council meeting.

**Adjournment to June 12, 2018** At 10:12 am, Vice Chair Ramirez announced that the meeting is adjourned to July 10, 2018.

Minutes taken by Kelly Noble