



REVISED MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
March 8, 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
Chris Meissner, *Chair* – Meissner Filtration Products
John Procter – City of Santa Paula
Sim Tang-Paradis – City National Bank
Anthony Trembley – City of Camarillo
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** Carmen Ramirez, *Vice Chair* – City of Oxnard
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Marvin Boateng, Loan Officer
Ray Bowman, SBDC Director
Shalene Hayman, Controller
Kelly Noble, Office Manager
Bruce Stenslie, President/CEO
- Call to Order:** 8:18 a.m. Chair Chris Meissner 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, February 8, 2018**
Chair Meissner requested a motion to approve the minutes from the February 8, 2018 Executive Committee meeting. Haider Alawami moved to approve and file the minutes from the February 8, 2018 Executive Committee Meeting. Cheryl Heitmann seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Administration** **Consideration of a \$60,000 Grant Agreement with the Morgan Family Foundation, for the Term February 1 – December 3, 2018, and a Contract for Career Education Program Development with the Ventura County**

Community College District, for the Term April 1 – November 30, 2018.

Recommendation to Approve.

Bruce Stenslie commented that In each of the last several years, the Morgan Family Foundation has provided funding to each of the Network partners. Our projects have been the development of our regional Comprehensive Economic Development Strategy, an analysis of economic opportunity in local food processing and food systems, support for local work on developing market-based groundwater trading, and, this past year, developing a business resource guide for accessing career training.

While prior to 2017, each Network partner had wide latitude in developing local projects, starting in 2017 the Foundation and Network set a priority for concentrating on advancing the priorities of the California Economic Summit. In 2017 the directed priorities were on contributing to the goal of “one million more skilled workers,” specifically by strengthening relationships between workforce and community colleges. That priority has been extended into 2018.

In keeping with the Foundation’s guidelines, an estimated \$45,000 of the grant is dedicated to the workforce/community college component, with up to \$15,000 to be used for continuing CSN engagement, including attendance at statewide meetings and the support of two “steward leaders” identified in the region, to participate with others from around the state, toward building a new generation of civic entrepreneurs.

We just learned that the proposal is being funded. With Executive Committee and full Board approval, staff will develop a contract agreement with the Community College District to implement the activity. We anticipate having a contract in place around the end of March.

Chair Meissner asked for a recommendation that Executive Committee approve and forward to the full board of directors:

1. Delegation of authority to the President/CEO to sign approval of a \$60,000 grant agreement, for the term February 1, 2018 through December 3, 2018, with the Morgan Family Foundation, for continuing participation in the California Stewardship Network and to support a project intended to help improve Ventura County career education outcomes.
2. Delegation of authority to the President/CEO, subject to legal review, to execute an agreement with the Ventura County Community College District, Division of Workforce and Economic Development, for up to \$35,000, for the term April 1, 2018 through November 30, 2018, for implementation of a project to improve the connection of the District’s Strong Workforce and other career education resources to local industry engagement and demand, relative to curriculum priorities and student learning outcomes

Tony Trembley motioned to:

1. Delegation of authority to the President/CEO to sign approval of a \$60,000 grant agreement, for the term February 1, 2018 through December 3, 2018, with the Morgan Family Foundation, for continuing participation in the California Stewardship Network and to support a project intended to help improve Ventura County career education outcomes.
2. Delegation of authority to the President/CEO, subject to legal review, to execute an agreement with the Ventura County Community College District,

Division of Workforce and Economic Development, for up to \$35,000, for the term April 1, 2018 through November 30, 2018, for implementation of a project to improve the connection of the District's Strong Workforce and other career education resources to local industry engagement and demand, relative to curriculum priorities and student learning outcomes

Sim Tang Paradis seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Update and Discussion, Entrepreneurship Ecosystem Analysis, Developing an Action Plan

Stenslie stated that in November 2017 our board approved a contract agreement with Xopolis: Urban Analytics, for the development of an assessment of our regional entrepreneurial ecosystem. There are several elements to the agreement, including:

- contributing expertise toward and producing an objective assessment of our regional entrepreneurial ecosystem,
- a summary of regional strengths and weaknesses,
- facilitation and development of strategies for improving stakeholder communication and information sharing, and
- providing both assessment tools and a written report.

The Agreement is for \$38,000, plus travel expenses not to exceed \$5,000. We covered \$20,000 of the expenses through funds in our 2017 budget, with the balance being covered by \$10,000 commitments from each the Ventura County Community Foundation and the County of Ventura.

Today's discussion is centered on identifying priorities, roles and strategies for EDC-VC in supporting and promoting regional entrepreneurship.

Stenslie noted that we anticipate having further detail at our next Executive Committee meeting.

Update and Discussion, Development of a Quarterly Indicator Report

Stenslie recalled for the Executive Committee that our 2017 work plan prioritized the development of a Quarterly Indicator Report. Guided by the work of an ad hoc committee, we moved close to completing the work in November, then staff stalled movement on the project as attention was redirected to responding to the impacts of the Thomas Fire.

Our agenda item today is part of getting the project back on track for completion.

The selection and formation of the data sets is being guided by an ad hoc committee. While the product is not yet final, we anticipate reconvening the ad hoc committee later in March and finalizing it in April, for regular, quarterly release thereafter.

Our purposes in developing the report are several:

- to assure that our work is fully informed by regional economic data and trends;
- to help us identify our comparative and competitive standing relative to our surrounding counties and California or nation as a whole;

- to improve the degree to which stakeholders and partners throughout the region are informed by a common set of information, toward informing our collective action for economic growth and prosperity.

Stenslie mentioned that we are trying to answer the question, What do we want to do with this data and what do you know & who do you know it with. It is important to let people know the state of Ventura County. Our goal is consistency & diverse leadership, interpreting the report & finding venues and partnerships to spread the word and get the data out there. The ad hoc committee will meet for more discussion.

Update and Discussion, Business Outreach and Layoff Aversion Services Contract with the Ventura County Workforce Development Board

Stenslie commented that the EDC-VC has provided business layoff aversion services for over 15 years, funded by an annually renewed contract with the Ventura County Workforce Development Board.

While our outcome goal in that contract is the retention of at-risk jobs, the contract also contributes to our capacity for business outreach.

Recently, the California Workforce Development Board made new funds available to each region of the state, supporting the implementation of each region's strategic plans.

Ventura County is one of only a couple of counties in the State recognized by the CA Workforce Development Board as "its own region." In our case, we are a closely aligned partner with the Ventura County Workforce Development Board, and were invited by the local board staff to partner with them on the use of these new funds.

With this new funding, EDC-VC will be leading an effort to develop and sustain improved coordination of the region's employer and business outreach capacity.

Such coordination has long been a high priority, though the need for it has become more apparent in the aftermath of the fire. Fortuitously, there is currently funding available to take a run at it. The funding for 2018 was included in our approved budget.

Membership Report

Stenslie stated that as noted in prior months, we are actively recruiting new members, with a key consideration to fill vacancies relative to gaps in industry sector representation. Our recruitment considerations include not only distribution and diversity by industry sector but also by region of the county, significance of the business and sector as well as the personal and professional characteristics of the individuals representing the industries and firms we recruit.

Current active recruitments have focused on the following:

- Health Services Sector
- Early Stage/High Growth Tech Firms
- Firms Highly Associated with Region's Lifestyle Advantages
- Manufacturing and Related

Several others remain high priorities, particularly in the biotech, medical device, finance & insurance sectors, and other sectors.

Update on Thomas Fire Disaster Assistance

For a short summary, our outreach, networking and business technical assistance activity is being led by Clare Briglio, who we brought on as staff just for this effort. Funding for the position was secured through our partnership with the SBA and the Governor's Office of Business and Economic Development.

Also as previously reported, we have secured dedicated disaster recovery loan capital from two sources:

- Gene Haas Foundation, \$200,000
- Pacific Western Bank, \$250,000

The primary option for borrowing for impacted businesses is through the SBA. Our funds are complementary, for gap financing or for the occasional circumstance for which SBA or other funds aren't optimally aligned.

For a longer and more detailed summary of our activities, staff will distribute a separate written report, available in the office.

Presidents Report

As submitted.

New or Unfinished Business: None

Executive Committee Comments: None

Adjournment to April 10, 2018 Meissner announced that the General Board Meeting on April 15th will be herein the large Board Room. Adjourned to April 10, 2018, 9:43.

Minutes taken by Kelly Noble