



MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
November 1, 2017

- Location:** EDC-VC, 1601 Carmen Drive, Suite 215, Camarillo, CA 93010
- Attendance:** Cheryl Heitmann, *Chair* – City of Ventura
Chris Meissner, *Vice-Chair* – Meissner Filtration Products
Roseann Mikos – City of Moorpark
John Procter – City of Santa Paula
Sim Tang-Paradis – City National Bank
- Absent:** Haider Alawami– Economic Roundtable Representative, City of Thousand Oaks
Harold Edwards – Limoneira Company
Carmen Ramirez – City of Oxnard
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Marvin Boateng, Loan Officer
Ray Bowman, SBDC Director
Kelly Noble, Office Manager
Bruce Stenslie, President/CEO
- Call to Order:** 8:30 a.m. Chair Cheryl Heitmann thanked everyone for attending the meeting.
- Roll Call:** Kelly Noble
- Amendment to the Agenda:** None
- Public Comment:** None
- Approval of Executive Committee Minutes** **Executive Committee Meeting, October 11, 2017**
Chair Heitmann requested a motion to approve the minutes from the October 11, 2017 Executive Committee meeting. Roseann Mikos moved to approve and file the minutes from the October 11, 2017 Executive Committee Meeting. John Procter seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Special Executive Committee Meeting, October 27, 2017**
Chair Heitmann requested a motion to approve the minutes from the October 27, 2017 Special Executive Committee meeting. Roseann Mikos moved to approve and file the minutes from the October 27, 2017 Special Executive Committee Meeting. Sim Tang-Paradis seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Administration

Review of Draft Employer User's Guide for Worker Training

Nothing new to report. Anticipate a final draft at the full board Meeting.

Consideration of a \$38,000 Contract with Xopolis: Urban Analytics, for an Assessment and Report on the Region's Strengths and Weaknesses in Its Entrepreneurial Ecosystem. Recommendation to Approve.

Stenslie noted that throughout 2017 we have placed an increasing amount of attention on the "entrepreneurship" dimensions of regional economic development. This concentration is a direct result of our observation that growth in the region's economy is dependent not only on the growth and retention of our existing base, but increasingly on entrepreneurship, that is, the creation of new businesses. (The other contributor to growth being business attraction, which is increasingly difficult in the high cost environment of coastal California.)

To move forward our work on this front we have long discussed our bringing in outside technical assistance, both for input on optimizing our role in entrepreneurship related economic development and for support on our regional development of a high functioning entrepreneurial ecosystem. The elements of that technical assistance include:

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

With that framework, we have had productive discussions with a couple of leading groups nationally in the development of entrepreneurship ecosystems.

Staff is recommending we move forward with Xopolis, developing a \$38,000 contract with a scope of work as indicated in the attached proposal. Xopolis is led by Dr. Phil Auerswald, both a leading author of university-based research on entrepreneurship and long involved in the implementation of local entrepreneurship-based economic development (see attached, page 3 for bios).

For funding we have a commitment of \$10,000 from the Ventura County Community Foundation and significant salary savings this year. Given that the contract is proposed for the term 11/1/17 – 3/31/18, we will also budget for a share of the activity in 2018.

Chair Heitmann requested a motion that the Executive Committee approve a \$38,000 contract with Xopolis: Urban Analytics, for an assessment and report of the region's strengths and weaknesses in its entrepreneurial ecosystem. Chris Meissner motioned to approve a \$38,000 contract with Xopolis: Urban Analytics, for an assessment and report of the region's strengths and weaknesses in its entrepreneurial ecosystem. John Procter seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Membership Report

As noted in prior months, we are actively recruiting for 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, economic significance of the

business and sector as well as the personal and professional characteristics of the individual members 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.

Discussion on the Development of Officer Nominations for 2018

Stenslie stated that over the last several years the Executive Committee has submitted a recommendation for a slate of officers to the full board at the Annual Meeting. That recommendation has usually been finalized in December or January, prior to the Annual Meeting. No action is necessary today. In discussion Chair Heitmann agreed to do some outreach regarding the 2018 vice chair. This item will be back on the agenda in December.

Presidents Report

Stenslie commented on the ground breaking at Limoneira's project in Santa Paula, on the California Economic Summit and on working with Naval Base Ventura County on technology transfer opportunities.

New or Unfinished Business: None

Executive Committee Comments: Roseann Mikos mentioned that a presentation from EDC-VC is on the city council's agenda this month. John Procter asked that in a future meeting we have a discussion to be clear about what are the limits in the authority of the Executive Committee and President in approving contracts.

Closed Session, Real Property Negotiations Pursuant to Government Code Section 54956.8 Executive Committee went into closed session at 9:32 a.m.

Report Out of Closed Session, If Any The Committee came out of closed session at 9:47 a.m. Nancy Kierstyn Schreiner announced there was nothing to report.

Adjournment to September 6, 2017 Adjourned to December 6, 2017, 9:50 a.m.

Minutes taken by Kelly Noble