



MINUTES
EDC-VC BOARD OF DIRECTORS MEETING
June 15, 2017

- Location:** Hampton Inn, 50 West Daily Drive, Camarillo
- Attendance:**
- Al Adam – City of Thousand Oaks
 - Haider Alawami – City of Thousand Oaks, Liaison, ED Managers Roundtable
 - Gerhard Apfelthaler – California Lutheran University
 - Dee Dee Cavanaugh – City of Simi Valley
 - Gary Cushing – Chambers of Commerce Alliance
 - Kristin Decas – Port of Hueneme/Oxnard Harbor District
 - Nan Drake – E.J. Harrison Industries
 - Amy Fonzo – California Resources Corporation
 - Cheryl Heitmann, Chair – City of Ventura
 - Kelly Long – County of Ventura
 - Chris Meissner, Vice Chair – Meissner Filtration Products
 - Roseann Mikos – City of Moorpark
 - Susan Mulligan – Calleguas Municipal Water District (liaison)
 - Marissa Nall – Pacific Coast Business Times
 - John Procter – City of Santa Paula
 - Carmen Ramirez – City of Oxnard
 - Laurel Shockley – Southern California Edison
 - Sandy Smith – VCEDA
 - Sim Tang-Paradis – City National Bank
 - Tony Trembley – City of Camarillo
 - William Weirick – City of Ojai
 - John Zaragoza – County of Ventura
- Absent:**
- Will Berg – City of Port Hueneme
 - Harold Edwards – Limoneira Company
 - Rebekah Evans – VCLA (liaison)
 - Ron Galaviz – Lead Builders, Inc
 - Nancy Mayerson – Mayerson Marketing & Public Relations
 - Jim Scanlon – Gallagher, SBG-NIA
 - Cari Shore – Rabobank
 - Tony Skinner – IBEW Local #952
 - Trace Stevenson – AeroVironment, Inc.
 - Maria Ventura – Southern California Gas Company
 - Celina Zacarias – California State University Channel Islands
 - Peter Zierhut – Haas Automation
- Legal Counsel:** Nancy Kierstyn Schreiner, Law Offices of Nancy Kierstyn Schreiner
- Staff:**
- Marvin Boateng, Loan Officer
 - Ray Bowman, EDC SBDC Director
 - Kelly Noble, Office Manager
 - Bruce Stenslie, President/CEO

Guests:	Julia Justus, Assembly Member Jacqui Irwin Andrew Munson, Assembly Member Jacqui Irwin Kelly Schmandt Ferguson, LA Cleantech Incubator, Energize California Initiative Paul Stamper, Deputy Executive Officer, County of Ventura
Call to Order:	Chair Cheryl Heitmann called the meeting to order at 4:06 p.m. Heitmann welcomed everyone.
Roll Call:	Kelly Noble
Amendment to the Agenda:	None
Public Comment:	None
Minutes:	Chair Heitmann asked if there were any comments on the May 18, 2017 minutes. With none, Heitmann requested a motion to approve the minutes from the May 18, 2017 meeting. John Zaragoza moved to approve and file the minutes from the May 18, 2017 meeting. Kelly Long seconded the motion. All board members listed in attendance in favor, motion carried.
Financial Report:	<p>May 2017 Financials</p> <p>Bruce Stenslie presented the May 2017 Financials. Stenslie also noted that the audit is winding down and we anticipate presenting the audit at our next meeting. Chair Heitmann asked if there were any questions. With none, Heitmann requested a motion to approve and file the May 2017 Financials. Kelly Long motioned to approve and file the May 2017 Financials. Al Adam seconded the motion. All board members listed in attendance in favor, motion carried.</p>
Presentation on the Economic Impact of the Port of Hueneme, Kristin Decas, CEO and Port Director	<p>Stenslie informed the Board that the Port of Hueneme is by all measures a major contributor to the Ventura County economy and economic opportunity.</p> <p>EDC-VC Board Member Kristin Decas, CEO and Port Director, provided an overview and update on the Port's activities and economic impact.</p> <p>Through its core business, the Port manages \$8 billion in annual goods movement, generating \$1.1 billion in economic activity and providing over 10,000 trade related jobs.</p> <p>Among the Port's broader contributions and assets are efficient intermodal transportation connections, multiple partnerships in education and business development, its Foreign Trade Zone and World Trade Center, and environmental enhancements, all contributing to regional quality of life.</p> <p>Our intended takeaways from Kristin's presentation and following discussion include:</p> <ol style="list-style-type: none"> 1) A more informed awareness of the scale and significance of the Port's economic contributions to the region; 2) An improved understanding on trends and opportunities in the Port's expansion; 3) An enhanced appreciation of the professional craft and leadership in promoting and building the region's economy through connections in international trade.
Draft Oxnard World Trade Center Report on the Regional Food and Agriculture Export Economy	<p>Stenslie stated that in November of 2015, EDC-VC, California Lutheran University School of Management and the Oxnard Harbor District approved a Memorandum of Understanding relating to the development of a sustainable strategy for the Oxnard World Trade Center.</p> <p>The agreement committed the parties to an implementation model involving original trade research and trade community network building. Elements of the model include:</p>

- Identification of critical trade clusters in Ventura and Santa Barbara Counties.
- Targeted outreach to major cluster stakeholders. Engaging stakeholders will facilitate our data analysis, support our data validation and facilitate buy-in from essential partners.
- Comprehensive international trade ecosystem survey and research. This drills deeper into the data analysis and addresses targeted trade lanes, barriers to increased trade, required resources to facilitate trade, identification of advocacy issues, identification of skills gaps and development of marketing strategies.
- Development, distribution of industry cluster reports, including recommendations, and convening of stakeholders.
- Launch of initiatives to support trade clusters and firms.

Our initial concentration has been on the region's food and agriculture export economy. CLU School of Management conducted extensive research into the export data and Port of Hueneme and EDC/SBDC staff reached out to several of the region's larger food and agriculture exporters.

The report, in draft, is informed both by data analysis and stakeholder interviews. The report was also shared on May 17 at the Port's event to celebrate World Trade Month.

The report serves to inform our economic development strategy in support of the region's food and agriculture sector.

Administration:

Consideration of a \$95,000 Contract with the County of Ventura Workforce Development Board, for Business Retention and Layoff Aversion Services, for the Period July 1, 2017 through June 30, 2018. Recommendation to Approve.

Stenslie commented that this is a continuation of a program that we have successfully operated since 2002. Funding for this activity comes through the Workforce Development Board's annual allocation of federal Workforce Innovation and Opportunity Act funds, specifically the category of funding called "Rapid Response."

Rapid Response funds are used primarily by the local workforce and Jobs Center systems to assist in the re-employment of workers who have been laid off.

A parallel priority and goal—with the service provided by EDC-VC—is referred to as "layoff aversion," that is, to work with businesses at-risk of decline, to help stabilize them and to keep their workers employed.

The primary contractual activity for 2017-18 is for the retention of jobs at-risk of layoff.

In 2016-17 our contract goal is for 80 jobs retained; through May we had secured 85 with more pending completion of services in June.

Our agreed upon goal for 2017-18 is to continue at 80 at-risk jobs retained.

An additional goal, though not in 2017-18 for service to a specific number of workers, is to assist firms and workers with securing specific skills training for their incumbent workforce, in such instance that the training is part of a strategy to help the workers and businesses improve their competitive position and the continued employment of the at-risk workers.

For this activity we pledge \$50,000 in matching funds contributed toward such incumbent worker training, through non-WIOA funding, such as California Employment Training Panel under our direct management, or through connection to other training funds, such as California Community College resources.

The proposed budget is \$95,000, same as the current and prior program year, though may be subject to change based on final allocations of federal funds to the state and county. If the dollar amount changes, there will be a corresponding adjustment to the outcome goals.

We have pledged an in-kind contribution of \$69,250, of which \$19,250 is from Small Business Development Center resources, toward the initial assessment of firms to determine at-risk status, and \$50,000 in Employment Training Panel or other funds toward incumbent worker training. These funds are already secured and reflected in our adopted budget.

It should be noted that this funding was anticipated in our budget adoption for 2016, based on then current contract performance. We estimate that approximately \$48,000 would be drawn down and expensed under this agreement prior to the end of December, with the balance carried forward to our 2018 fiscal year.

Supervisor Kelly Long recused herself from this item. Chair Heitmann asked for a motion that the Board of Directors, subject to legal review, approve a contract with the County of Ventura, Workforce Development Board (WDB) for Business Retention and Layoff Aversion Services, for \$95,000, for the period July 1, 2017 through June 30, 2018. Amy Fonzo motioned to a contract with the County of Ventura, Workforce Development Board (WDB) for Business Retention and Layoff Aversion Services, for \$95,000, for the period July 1, 2017 through June 30, 2018. Dee Dee Cavanaugh seconded the motion. All board members listed in attendance in favor, motion carried.

Consideration for the Chair's Appointment of an Ad Hoc Committee on Regional Entrepreneurship, Providing Guidance on EDC-VC's Optimal Role, Identifying Options for Technical Assistance and Priorities for Resource Allocation. Recommendation to Approve.

Stenslie stated that as noted in prior reports, we organize our economic development services around three core activities: business growth and retention; business attraction; and entrepreneurship. One of our policy and management tasks is to assure that we are balancing our efforts among these three, in consideration of our resources available and return on investment.

At EDC-VC our primary activity has been around growth and retention. For business attraction we largely defer to the cities, and play a supporting, not the lead role.

For entrepreneurship, we are very active in start-up and early stage businesses, deploying both our business advising and lending resources. That noted, we are not specifically organized, funded or staffed to concentrate on a targeted entrepreneurship agenda, such as directly operating a business accelerator or incubator, or managing or sponsoring new venture challenges or start-up week-end events. Rather, for these, we seek to provide a supporting role for the participating firms, utilizing, again, our business advising, technical assistance and access to capital services.

The Executive Committee has had over the last two months extensive discussion on what is EDC-VC's optimal role in entrepreneurship economic development, assuring that it's aligned with our strengths. Discussion has also focused on assessing the local entrepreneurship infrastructure, convening and helping to coordinate the several existing efforts and activities.

Chair Heitmann stated that the Executive Committee approved an action on June 7, supporting the Chair's establishment of an ad hoc committee on entrepreneurship, providing guidance for a limited term on three fronts:

- Identifying and defining EDC-VC's optimal role in entrepreneurship driven economic development;
- Identifying options and priorities for securing technical assistance in support of assessing, connecting, empowering and measuring outcomes from entrepreneurship activity;
- Consideration of funding or other resource contributions in support of growing the region's entrepreneurial ecosystem.

Chair Heitmann appointed the Ad Hoc Committee on Regional Entrepreneurship as follows:

Chris Meissner, Kristin Decas, Gerhard Apfelthaler, Gary Cushing, Henry Dubroff, Harold Edwards, Cheryl Heitmann, Dr. Susan Andrzejewski, CSUCI.

Chair Heitmann asked for a motion to ratify the Chair's establishment and appointment of the Ad Hoc Committee. Sandy Smith motioned to ratify the Chair's establishment and appointment of the Ad Hoc Committee. Kelly Long seconded the motion. All board members listed in attendance in favor, motion carried.

President's Report

Updates:

1. Our 2016 audit is underway. We anticipate the draft report will be ready for review at the July Executive Committee meeting, then presented for full board consideration on July 20.
2. Ventura County Civic Alliance 2017 State of the Region Report is released, copies available through the Alliance and EDC-VC.
3. Preliminary planning is underway for a Ventura County broadband regional forum or summit in October.
4. EDC-VC staff, Alondra Gaytan, is participating in a CA Stewardship Network Fellowship Program.
5. As more information becomes available, we'll have a discussion and consideration of impact, proposed federal budget cuts.
6. EDC-VC President/CEO is participating in a California Capacity Building Initiative, "Civic Stewardship to Strengthen Community Colleges."

Stenslie noted that planning for the 2017 California Economic Summit is underway, continuing its focus on three important challenges vital to expanding sustainable economic prosperity: one million more homes; one million more skilled workers; one million more acre-feet of water.

One important consideration that animates the Economic Summit and its formation of priorities is our awareness of the increase in economic insecurity that effects so many throughout the state, at the same time as the state's economy is expanding.

Organized around the banner of Elevate California, the planning for the Economic Summit recognizes the barriers to prosperity in many communities. For action, it seeks solutions around a triple bottom line approach, that is, a framework that balances economic growth, environmental protection and social equity, for a broadly shared prosperity.

As a local contribution to the statewide planning effort for the Economic Summit, we are considering to sponsor a local forum in September or October, using the Elevate California framework. This will be part of our larger local effort to improve stakeholder

awareness about our local economy and, in particular, about the challenges for our residents at the lower end of the economic spectrum. There will be more to come on this over the next couple of months.

**Committee/Liaison
Reports:**

VCEDA

Handed out the flyer for the BOC at the Ronald Reagan Library on October 20th.

Economic Developers Roundtable

No new report

Ventura County Lodging Association

No new report

Calleguas Municipal Water District

No new report

**New or Unfinished
Business:**

None

**Board Member
Comments:**

Gerhard Apfelthaler and John Procter both spoke about CLU's work and leadership on the water market pilot project, and the new grant funding secured in partnership with the Nature Conservancy to carry it forward. Carmen Ramirez shared information about securing information and presentations on earthquake preparedness.

Adjournment:

Meeting adjourned at 5:23 p.m. to July 20, 2017.