



MINUTES
EDC-VC BOARD OF DIRECTORS MEETING
June 21, 2018

- Location:** 4001 Mission Oaks Boulevard, Camarillo 93012
- Attendance:** Will Berg – City of Port Hueneme
Gary Cushing – Chambers of Commerce Alliance
Nan Drake – E.J. Harrison Industries
Henry Dubroff – Pacific Coast Business Times
Amy Fonzo – California Resources Corporation
Greg Gillespie – Ventura County Community College District
Cheryl Heitmann, Chair – City of Ventura
Kelly Long – County of Ventura
Nancy Mayerson – Mayerson Marketing & Public Relations
Chris Meissner, Vice Chair – Meissner Filtration Products
Roseann Mikos – City of Moorpark
John Procter – City of Santa Paula
Carmen Ramirez – City of Oxnard
Jim Scanlon – Arthur J. Gallagher and Co
Laurel Shockley – Southern California Edison
Sandy Smith – VCEDA
Cam Spenser – Port of Hueneme/Oxnard Harbor District
Trace Stevenson – AeroVironment, Inc.
Sim Tang-Paradis – City National Bank
Ernie Villegas – City of Fillmore
John Zaragoza – County of Ventura
Peter Zierhut – Haas Automation
- Absent:** 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
Victor Dollar – VCLA (liaison)
Harold Edwards – Limoneira Company
Ron Galaviz – Lead Builders, Inc.
Susan Mulligan – Calleguas Municipal Water District (liaison)
Alex Schneider – The Trade Desk
Cari Shore – Rabobank
Tony Skinner – IBEW Local #952
Tony Trembley – City of Camarillo
Ysabel Trinidad – California State University Channel Islands
William Weirick – City of Ojai
- Legal Counsel:** Nancy Kierstyn Schreiner, Law Offices of Nancy Kierstyn Schreiner

Staff:	Marvin Boateng, Loan Officer Ray Bowman, EDC SBDC Director Clare Briglio, Shalene Hayman, Controller Kelly Noble, Office Manager Bruce Stenslie, President/CEO
Guests:	Michael Aushenker, San Fernando Business Journal Bill Bartels, Ventura County Film Commission Paul Stamper, County of Ventura Trever Zierhut
Call to Order:	Chair Chris Meissner called the meeting to order at 4:09 p.m. Meissner thanked everyone for being here today and had everyone in the room introduce themselves.
Amendment to the Agenda:	None
Public Comment:	Kelly Long announced, on behalf of the Board of Directors, that she was personally delivering a certificate for the EDC-VC's part in their response to the Thomas Fire.
Financial Report:	May 2018 Financials Shalene Hayman reviewed the financials from May 2018. Chair Meissner asked if there were any questions. With none, Meissner requested a motion to approve and file the May 2018 Financials. Jan McDonald motioned to approve and file the May 2018 Financials. Kelly Long seconded the motion. All board members listed in attendance in favor, motion carried.
Administration	Consideration of a Re-Branding Plan, Establishing a DBA Trade Name for EDC-VC as the Economic Development Collaborative Recommendation Stenslie stated that this item is to open discussion and consideration of our brand and 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 at least two current drivers or motivators for this current reexamination: <ol style="list-style-type: none"> 1) 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. 2) 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. Stated as a problem to be solved, we see the following: EDC-VC has long served as a regional provider of economic development services, extending beyond the County's boundaries. When providing services in Santa Barbara and Los Angeles counties, however, we have introduced ourselves by a <i>program</i> identity—Small Business Development Center, or SBDC—and not by our name. We've done that to minimize conflict and confusion with partners in these other regions (that is, not wanting to have to explain why Ventura County is the service provider in these other regions, which can be alienating), but the result is that we're not communicating clearly our identity and

subordinating our larger capacity and resources for service.

Meanwhile, the extension of our services beyond the County's boundaries has brought enormous benefit to Ventura County, in terms of supporting greater organizational capacity to serve local firms, providing more resources for local business assistance, and—by our excellence in service—attracting attention to Ventura County as the source for high quality and effective economic development support and assistance.

In summary, our name and acronym is long and unwieldy, and we are often confused as a public agency and often confused with our partner organization VCEDA. On top of that, our name is overly place-centric, particularly for an organization with a near decade of economic development services in areas outside the County.

Stenslie continued, with that background staff is proposing an EDC re-brand, to become simply the Economic Development Collaborative.

See attached Re-Brand Proposal for more detail, particularly the 2nd page of the attachment, which identifies a new naming convention for our core service offerings.

Page 3 of the attachment also identifies the projected costs of the change. These costs should be absorbed in our adopted budget.

Additional considerations include:

- We are *not* recommending a formal name change, rather, continuing our legal name as incorporated, EDC-VC, though pursuing a DBA as EDC.
- We would *not* change our governing infrastructure: Articles of Incorporation, bylaws, and board composition. All of those would remain unchanged.
- We are not seeking either to expand our external reach or diminish our primary dedication to Ventura County.

The values we seek to serve and the upsides we seek to accentuate include:

- Simplifying and shortening our name, streamlining our brand as a Collaborative, which is unique among the branding of our peers in economic development.
- As a convention in our peer circles in economic development, having “County” in our name implies that we are a County government agency. As noted above, we want to promote ourselves as a collaborative, public/private partnership.
- Removing the place specific designation, which improves our identity and efficiency in service delivery in the surrounding communities we already serve.
- Clarifying our identity relative to VCEDA, which is organized as a lobbying organization, which we are decidedly and intentionally not.
- Enhancing the effectiveness of our communication with our multiple stakeholder groups, particularly for regional leaders at the State Assembly and Senate seats which straddle the Ventura/Santa Barbara County line.
- Recognizing that our economy is fluid across our political borders (and that our reach into these surrounding communities has value in attraction to Ventura County).

Chair Meissner requested a motion that the Board of Directors authorize staff to implement a re-branding plan, establishing a DBA trade name as the Economic Development Collaborative. Henry Dubroff motioned that the Board of Directors authorize staff to implement a re-branding plan, establishing a DBA trade name as the Economic Development Collaborative. Kelly Long seconded the motion. All board members listed in attendance in favor, motion carried.

Receipt of \$40,000 from the Ventura County Community Foundation for the Development of a Comprehensive Economic Development Strategy (CEDS), and Consideration of a Contract with the Ventura County Community College District, for the Period July 1, 2018 through December 31, 2018, \$35,000, for the Development of the CEDS. Recommendations to Accept the Receipt of Funds and to Delegate Authority to the President/CEO to Enter into Agreements, with Final Agreements Subject to Legal Review.

Stenslie explained that the Economic Development Administration (EDA) is the lead federal agency for investment in regional economic development. EDA generally makes available only some \$300 million annually for projects nationwide, mostly for infrastructure and construction activities, though also funds programs and services. All EDA funded projects must demonstrate local economic benefit, whether by supporting the infrastructure necessary for business attraction or retention or by other means of supporting jobs and economic growth.

More to the immediate point, EDA also is a major funder of disaster recovery projects. EDC-VC was in fact launched by EDA investments, as part of the regional economic recovery strategy following the Northridge Earthquake.

Currently, EDA has released a National Notice of Funding Opportunity, \$587 million, of which \$93.8 million is earmarked for the western region. These funds are specifically to help communities and regions devise and implement long-term economic recovery strategies through a variety of construction and non-construction projects to address economic challenges in areas where a Presidential declaration of a major disaster was issued. Ventura County qualifies.

Federal EDA regulations stipulate that to qualify for their funding, a region must have an up-to-date CEDS. The core elements of a CEDS include: a summary of the local economic condition; a SWOT analysis, goals and objectives. For a longer summary of what is a CEDS, and the process for its development, see attachment.

EDC-VC did contract for a CEDS some four years ago, but that document is at the end of its shelf-life. The urgency on moving on a new CEDS is to assure that both in the short and long-term recovery from the Thomas Fire we have the core eligibility documents in place.

To be clear, EDA does allow that "Equivalent or Alternative Plans" may stand in for a CEDS. The County of Ventura just last year completed a major Economic Vitality Strategic Plan, which is almost sure to be sufficient for local and regional entities to begin to access EDA funds. That noted, we believe it is prudent to complete a new CEDS now to assure we are eliminating any potential barriers to continuing EDA support.

Recognizing that an investment in completing a CEDS may have great benefit for the region in securing a share of the \$93.8 million earmarked for regions in the western US, the Ventura County Community Foundation has offered to support the CEDS as an investment in long term recovery from the Thomas Fire.

Stenslie informed the Board that the EDA supports both program/service investments

as well as construction and infrastructure. All EDA investments require a matching fund, generally at 50%, though in disaster recovery activities the share may be less.

As an example of an EDA program investment, EDC-VC has managed some \$2.7 million in EDA revolving loan funds since 1998. EDC-VC staff is currently in discussions with EDA toward augmenting that fund by up to \$3 million, though depending on what level, and at what ratio, of match we are able to generate.

Another example of a local EDA investment is that the Port of Hueneme has been successful in the last couple of years in securing more than \$1 million for infrastructure improvements, including shore-side power and toward the deepening of the channel to accommodate larger craft and more economic activity.

Moving forward in Thomas Fire recovery, we anticipate that the County, impacted cities and special districts may be looking at investments in water infrastructure, and other activities intended either to remediate and pay for damage repair or, more likely, toward improved resilience in anticipation of future economic disruptions.

Stenslie stated that the staff proposal is to move immediately to a contract with VCCCD to develop the CEDS. The District has the capacity to do the work through its Workforce & Economic Development Division. The activity will also be consistent with the Memorandum of Understanding we approved with the District in February, for partnership and coordination in our joint work in regional economic development.

The new CEDS will have the benefit of drawing on the recent development of the Ventura County Economic Vitality Strategic Plan. A copy of the draft project scope of work is attached.

To begin moving on this project as soon as possible, staff is recommending a delegation of of authority to the President/CEO to enter into agreement with VCCCD, for \$35,000, for the period July 1, 2018 through December 31, 2018, subject to legal review.

We anticipate the project will be completed as early as September, but we are recommending a longer engagement, through the end of the year, assuring that we may capture any on-going activity relating to establishing measures to track progress on the goals and objectives.

Chair Meissner requested a motion that the Board of Directors:

1. Approve the receipt of \$40,000 from the Ventura County Community Foundation, funding to support the development of a current Comprehensive Economic Development Strategy.
2. Delegate authority to the President/CEO to enter into agreement with the Ventura County Community College District for an amount not to exceed \$35,000, for the term July 1, 2018 through December 31, 2018, for the development of a Ventura County Comprehensive Economic Development Strategy as prescribed by the U.S. Department of Commerce.

Nan Drake motioned that the Board of Directors:

3. Approve the receipt of \$40,000 from the Ventura County Community Foundation, funding to support the development of a current Comprehensive Economic Development Strategy.
4. Delegate authority to the President/CEO to enter into agreement with the Ventura County Community College District for an amount not to exceed

\$35,000, for the term July 1, 2018 through December 31, 2018, for the development of a Ventura County Comprehensive Economic Development Strategy as prescribed by the U.S. Department of Commerce.

Ernie Villegas seconded the motion. All board members listed in attendance in favor, motion carried.

Designation of the EDC-VC Board of Directors as the Planning Organization and Strategy Committee to Guide the Development of the Ventura County Comprehensive Economic Development Strategy. Recommendation to Approve.

CEDS Background: As addressed separately on today's board agenda, we are pursuing the development of a Ventura County Comprehensive Economic Development Strategy, or CEDS. The required elements of a CEDS are defined in federal regulations as cited above.

The U.S. Department of Commerce requires that a local region have an up-to-date CEDS as a condition of receipt of funds through its Economic Development Administration. Such funding is primarily to serve as a match to local resources for infrastructure projects, though may also be used for planning purposes by regional economic development corporations.

Planning Organization & Strategy Committee Designation:

Planning Organization: CEDS regulations require that there be a responsible "planning organization" for the oversight of the regional economic development strategy. As that is our role—and given our board's public/private sector composition—the action to self-designate EDC-VC as the Planning Organization is a formality.

Strategy Committee: More substantively, the Planning Organization is responsible for *designating* a Strategy Committee for developing and revising the CEDS. The composition of the Planning Organization is guided by the regulations to include: public officials, community leaders, representatives of workforce development boards, representatives of institutions of higher education, minority and labor groups, and must include a private sector majority. As our Board of Directors meets these criteria, it appears appropriate and expedient to maintain the strategy development authority at our full board level.

Role of Economic Developers Roundtable: The Roundtable—consisting of the lead economic development professionals from each of the cities and county—is a standing committee of the EDC-VC. While we are not recommending the Roundtable as the "strategy committee," we are affirming that the Roundtable and its professional expertise will be extremely engaged in the development of the CEDS, assuring detailed input from each of the cities. More broadly, we will seek input from a full range of regional stakeholders.

Meissner requested a motion for the Board of Directors self-designate as the Planning Organization and Strategy Committee responsible for developing and revising the Ventura County Comprehensive Economic Development Strategy (CEDS), pursuant 13 C.F.R. §303.6 and §303.7. Tony Trembley motioned that the Board of Directors self-designate as the Planning Organization and Strategy Committee responsible for developing and revising the Ventura County Comprehensive Economic Development Strategy (CEDS), pursuant 13 C.F.R. §303.6 and §303.7. Laurel Shockley seconded the motion. All board members listed in attendance in favor, motion carried.

Update on Ventura County Film Commission Activities

Stenslie explained 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 \$65,000 in activity in 2018.

For more on the Film Liaison function and funding, see the attachment “Film Liaison Funding Levels, 2018.”

Film Commission and Liaison activities are to facilitate communication between industry and location representatives, specifically to help avoid conflicts and to improve the overall 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.

Stenslie explained that 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 was presented on Tuesday, June 19. We apologize to anyone that will have to sit through this report for the second time.

Stenslie went through his presentation.

President’s Report

Stenslie wanted to mention that the SBA, due to our work on the Disaster, has invited us to apply for a competitive grant

Committee/Liaison Reports:

VCEDA

Sandy Smith reminded the Board that the BOC is being held on October 5th at the Ronald Reagan library. Smith Announced that VCEDA hired a Community Partner Director and introduced Trevor Zierhut to the Board. Trevor stated that he just returned from DC and has big plans for VCEDA.

Economic Developers Roundtable

Stenslie had Laurel Shockley explain IAMC

Ventura County Lodging Association

No new report.

Calleguas Municipal Water District

None

New or Unfinished Business:

Nan Drake passed out a flyer on recycling.

Board Member Comments:

Roseann announced that the City of Moorpark is celebrating their anniversary at the Royal Vista park on the Th.

Adjournment:

Meeting adjourned at 5:22 p.m. to July 19, 2018, 4:00 PM, Conference Room 4001 Mission Oaks Boulevard, Camarillo 93012.

