



MINUTES
EDC-VC BOARD OF DIRECTORS MEETING
October 19, 2017

- Location:** 761 E Daily Drive, Camarillo, CA 93010.
- Attendance:**
- Al Adam – City of Thousand Oaks
 - Haider Alawami – City of Thousand Oaks, Liaison, ED Managers Roundtable
 - Will Berg – City of Port Hueneme
 - Dee Dee Cavanaugh – City of Simi Valley
 - Scott Eicher – Chambers of Commerce Alliance
 - 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
 - Susan Mulligan – Calleguas Municipal Water District (liaison)
 - John Procter – City of Santa Paula
 - Carmen Ramirez – City of Oxnard
 - Tony Trembley – City of Camarillo
 - William Weirick – City of Ojai
 - Ysabel Trinidad – California State University Channel Islands
 - John Zaragoza – County of Ventura
 - Peter Zierhut – Haas Automation
- Absent:**
- Gerhard Apfelthaler – California Lutheran University
 - Kristin Decas – Port of Hueneme/Oxnard Harbor District
 - Victor Dollar – VCLA (liaison)
 - Henry Dubroff – Pacific Coast Business Times
 - Nan Drake – E.J. Harrison Industries
 - Harold Edwards – Limoneira Company
 - Amy Fonzo – California Resources Corporation
 - Ron Galaviz – Lead Builders, Inc
 - Laurel Shockley – Southern California Edison
 - Cari Shore – Rabobank
 - Sandy Smith – VCEDA
 - Jim Scanlon – Arthur J. Gallagher and Co.
 - Tony Skinner – IBEW Local #952
 - Trace Stevenson – AeroVironment, Inc.
 - Sim Tang-Paradis – City National Bank
- Legal Counsel:** None
- Staff:**
- Marvin Boateng, Loan Officer
 - Shalene Hayman, Controller
 - Kelly Noble, Office Manager
 - Bruce Stenslie, President/CEO

Guests: Paul Stamper, County of Ventura

Call to Order: Chair Cheryl Heitmann called the meeting to order at 4:05 p.m. Heitmann thanked Greg Gillespie for hosting the EDC-VC Board Meeting. Greg Gillespie welcomed everyone to his district office explaining they purchased this building, have 90 employees here, serving over 33,000 students in the district. He stated he is excited to be a part of this board.

Roll Call: Kelly Noble

Amendment to the Agenda: None

Public Comment: None

Minutes: Chair Heitmann asked if there were any comments on the September 21, 2017 minutes. With none, Heitmann requested a motion to approve the minutes from the September 21, 2017 meeting. Tony Trembley moved to approve and file the minutes from the September 21, 2017 meeting. John Zaragoza seconded the motion. All board members listed in attendance in favor, motion carried.

Financial Report: **June 2017 Financials**
Shalene Hayman presented the September 2017 Financials. Chair Heitmann asked if there were any questions. With none, Heitmann requested a motion to approve and file the September 2017 Financials. Al Adam motioned to approve and file the September 2017 Financials. Kelly Long seconded the motion. All board members listed in attendance in favor, motion carried.

Administration **Review of the Draft Employer and Worker User’s Guide to Education Resources in Ventura County**
Stenslie stated that as previously reported, EDC-VC has for over the last three years served as one of 13 members of the California Stewardship Network. The Network is self-governing, though essentially sustained through funding provided by the Morgan Family Foundation.

The purpose of the network is to encourage innovative thinking, regional and statewide collaboration and exchange of ideas intended to address the state’s economic, environmental and social challenges and opportunities. A primary interest of the Stewardship Network is to look at these major California challenges from a “triple bottom line” perspective, that is, in consideration of the Economy, Social Equity and Environmental Balance.

Prior year projects have been the development of our regional Comprehensive Economic Development Strategy, an analysis of economic opportunity in local food processing and food systems, and support for local work on developing market-based groundwater trading.

While in each of the past years we had wide latitude in developing our local project, for 2017 the Foundation and Network set a priority for concentrating on advancing the priorities of the California Economic Summit. This year the directed priorities are for improving our local connection and contributions to the Stewardship Network itself and, most especially, for contributing to the goal of “one million more skilled workers,” specifically by strengthening relationships between workforce and community colleges.

Our primary 2017 CSN project is for the development of an on-line portfolio of regional funding and resources and user’s manual to improve worker and business access to the information and training essential for efficient access and use of the region’s resources contributing to career advancement and opportunities for higher earnings.

We have a contract with VCCCD for the development of the User's Guide. Alexandra Wright, VCCCD Director of Workforce and Economic Development is the lead on the project, though is unable to attend today's meeting owing to illness. Stenslie provided the overview of the Guide. There were suggestions to include detail from CSUCI as well as the Community Colleges. The Executive Committee previously provided comment too, for streamlining the information. A revised draft is already in the works, incorporating the comments and will be vetted by employer HR professionals before being brought back to the full Board in November.

Film Commission and Film Liaison Update

Stenslie noted for the Board 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 \$58,000 in revenue and expense in 2017.

For more on the Film Liaison function and funding, see the attachment “Film Liaison Funding Levels, 2017.”

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.

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 10:30 on Tuesday, October 24.

Loan Program Update and Overview

Stenslie explained that the EDC-VC has provided business loan services since shortly after our establishment in 1996. We provide updates to the Board on the program generally twice each year. Today's update is provided by our Loan Program Manager and Loan Officer, Marvin Boateng.

Marvin Boateng went through his presentation covering

- General overview of our role and priorities in business lending;
- Summary of the several loan programs;
- Summary of borrower characteristics, including area and industry sector distribution, etc.;
- Priorities for moving forward.

Review and Discussion, Draft County of Ventura Economic Vitality Plan

Stenslie stated that in 2016 the County of Ventura contracted with the Natelson Dale Company to support the County in its efforts to understand the economic impact of the County as an institution on the region and to develop economic development goals and priorities for the County.

The County's process for developing its Plan included several broadly attended

community forums for input and involved on-going engagement with VCEDA, VCOG and EDC-VC as partner organizations.

The Plan has been completed, will be posted later this week and submitted to the County Board of Supervisors for comment, consideration and adoption on October 24.

While as of this writing we do not have a final copy, through our engagement with the County we anticipate that among the Major Goals may be the following:

- Proactively foster economic growth in a manner that is consistent with the County's longstanding commitments to quality of life and environmental sustainability.
- Continue to leverage the County's investments in economic vitality through partnerships with a wide array of public and private sector partners.
- Continue the focus of all County agencies on promoting excellent customer service to the public and a business-friendly environment.

As a partner to the County and cities in regional economic development, our role is both to help identify and define our major regional economic goals and to deliver economic development services responsive to business need and complementary to public and private sector partner capacity.

Given that role and context we wholly support of the County's work in their strategic planning for maximizing its economic contribution to the region.

The County's process for developing its Plan and the substance of it are and will be extremely important contributions to our regional efforts in economic development.

In anticipation of the County's final Economic Vitality Plan, it may be helpful to reiterate our adopted priorities at EDC-VC.

Following is a summary of the priorities we've consistently identified as long-range considerations for sustainable economic growth and prosperity. For our Board's annually adopted statement, see attached, our 2017 "Opportunities and Priorities for Ventura County Economic Competitiveness."

- Prioritize early child education, which delivers extraordinarily high returns on investment, particularly for disadvantaged youth, through improved educational outcomes and lifetime earnings, and lower costs in social services and criminal justice.
- Invest in our quality education pipeline, pre-school through college, assuring that we're cultivating our own skills and talent. Twenty-first century competitiveness is first and foremost about innovation, critical thinking, deriving productivity through our diversity connected to global opportunity.
- Energize Entrepreneurship: Create and continue to evolve effective networks that engage our extensive resources in professional skills and capital in support of entrepreneurship and new business creation.
- Embrace Infill & Density: Expand investment in workforce housing by utilizing infill and density, accommodating moderate but strategic growth while we maintain tight urban boundaries.
- Develop Industrial Land: Commit to effective and efficient review processes that support opportunity for commercial and industrial property development, accommodating high wage job growth.

- Retain and Grow Our Leading Industries: Invest in the growth and diversification of our key legacy sectors, including manufacturing and technology, agriculture, biotech, defense, import/export trade and health services.
- Invest in Infrastructure: Commit to a greater investment in our infrastructure for today and tomorrow, with particular attention to transportation, water, and high-speed communication.

We encourage EDC-VC members to attend the County Board of Supervisors meeting on Tuesday, October 24, 11:00 AM, at the County Government Center, 800 S. Victoria Avenue, Ventura 93009, for the presentation of the Plan and the County Board's discussion. We also encourage our members to comment on the issues that are important for growing the economy and sustaining our extraordinarily high quality of life. Staff will look to forward a copy of the board letter and posted County Plan prior to our EDC-VC meeting this week.

President's Report

Stenslie noted the report is in the packet.

Committee/Liaison Reports:

VCEDA

Bruce mentioned that the Business Outlook Conference is at 7:30 tomorrow morning at the Regan Library.

Economic Developers Roundtable

No new report.

Ventura County Lodging Association

No new report.

Calleguas Municipal Water District

Susan Mulligan handed out an update on our water situation.

New or Unfinished Business:

None

Board Member Comments:

Roseann Mikos mentioned the Ventura County Public Leadership Discussion on the Broadband Opportunities and Challenges that was held on October 12th. She stated that the speakers offered lots of great information. She thanked staff for a great discussion.

Al Adam shared information about the recent HOME Conference and the recent information about Ventura County's declining economy, as reflected in local GDP. This raised a discussion about the region's economy, strengths and weaknesses.

Kelly Long mentioned the need for more veteran's services, for employment and business development.

Closed Session, Real Property Negotiations Pursuant to Government Code Section 54956.8 Report Out of Closed Session, If Any Adjournment:

Staff exited the room. The Board of Directors went into closed session at 5:31 p.m.

The Board of Directors came out of closed session at 5:43 p.m. There was nothing to report.

Meeting adjourned at 5:45 p.m. to November 16, 2017.