

**MINUTES**  
**EDC-VC EXECUTIVE COMMITTEE MEETING**

October 2, 2019

**Location:** EDC-VC, 4001 Mission Oaks Blvd., Founder’s Room, Suite A-1, Camarillo, CA 93012

**Attendance:** Nan Drake, *Vice Chair* – E.J. Harrison Industries  
Cheryl Heitmann – City of Ventura  
Brian Miller – County of Ventura  
Carmen Ramirez, *Chair* – City of Oxnard  
Anthony Trembley – City of Camarillo  
Peter Zierhut, *Secretary/Treasurer* – Haas Automation

**Absent:** Haider Alawami– Economic Roundtable Representative, City of Thousand Oaks  
Harold Edwards – Limoneira Company  
Chris Meissner– Meissner Filtration Products

**Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner

**Guests:** None

**Staff:** Ray Bowman, EDC SBDC Director  
Marvin Boateng, Loan Officer  
Kelly Noble, Office Manager  
Bruce Stenslie, President/CEO

**Call to Order:** 3:41 p.m. Chair Carmen Ramirez thanked everyone for attending.

**Roll Call:** Kelly Noble

**Amendment to the Agenda:** None

**Public Comment:** None

**Approval of Executive Committee Minutes** **Executive Committee Meeting, September 4, 2019**  
Chair Ramirez requested a motion to approve the minutes from September 4, 2019 Executive Committee meeting. Nan Drake moved to approve and file the minutes September 4, 2019 Executive Committee meeting. Tony Trembley seconded the motion. All Executive Members listed in attendance in favor, motion carried.

**Administration** **Delegation of Authority to the President/CEO to Enter into Agreement with the CA Public Utilities Commission for a \$450,000 Grant Award to Serve as the Fiscal Agent for the Broadband Consortium of the Pacific Coast, for the Term November 1, 2019 through October 31, 2022, and Delegation of Authority to the President/CEO to Execute Contracts and Agreements for Implementation. Recommendation to Approve.**  
Stenslie commented that broadband connectivity is increasingly recognized by both public and private sector leadership as essential infrastructure. Though highly valued,

capacity levels vary widely, with several areas throughout California still suffering from no or very poor connection and with insufficient levels of competition among providers to help drive improvements. While Ventura County has better coverage than much of California, we still have significant gaps for adequate coverage, and in many areas only single providers, which impacts both capacity and affordability.

In response to the CPUC's invitation for regional consortia to help identify gaps in local broadband connectivity and capacity and to help identify priorities for improvement, EDC began in 2014 convening a broad range of stakeholders in Ventura, Santa Barbara and San Luis Obispo Counties, to solicit and sustain interest in a regional consortia to identify gaps in service, to promote broadband deployment and adoption, and to establish priorities for moving forward.

Those efforts resulted in our formation and management of the Broadband Consortium of the Pacific Coast, consisting of EDC as fiscal agent on behalf of regional stakeholders throughout Ventura, Santa Barbara and San Luis Obispo Counties.

The consortium was initially funded at \$300,000 for a two year cycle beginning in July 1, 2014. We applied for a two year renewal in January 2016 and were awarded \$250,000 for the period February 2017 through January 2019. In response to a CPUC solicitation for continuing work of the 15 broadband consortia statewide, the EDC in May 2019 submitted an application for \$450,000 for a three year contract term.

In response to our proposal, the CPUC has posted a draft Resolution on its agenda for October 24 to award us the full \$450,000, for a three year period starting November 1, 2019.

Over the last several years we have made considerable progress through the development of a three county state of the art assessment of broadband resources, both to the home and to business. We have developed strategic public/private partnerships in each of the three counties, each working regionally on strategies for deploying broadband to unserved areas and for improved broadband and communications assets in under-served regions. The consortium has continued to serve as a resource and catalyst for local government in defining broadband as a priority and for convening and connecting stakeholders for the identification of solutions for improved service.

Commitments for participation in this continuing effort are in hand from numerous partners, including county offices of education and local school districts, city and county offices in all three counties, private businesses, chambers of commerce and many more. While between funding cycles—since February 2019 until now—stakeholders in all three counties have continued to meet and work collaboratively toward broadband solutions.

Moving forward, activities are organized around three broad goals:

- Assist municipalities and other public sector agencies to accelerate broadband deployment (public sector focus);
- Support broadband provider investment for improved service in priority (under-served) areas (private sector focus);
- Identify opportunities and serve as a catalyst for public-private collaboration for advancing broadband deployment and adoption (partnership focus).

For implementation, Iprise Communications, with Bill Simmons as President, is proposed as our coordinator, for \$75,000 annually. Small contracts, up to 15,000 each, are proposed for issuance to the lead partners in Santa Barbara and San Luis Obispo Counties for coordination. EDC will access \$10,000 annually for our implementation and coordinating functions. The balance of the grant is dedicated to subject matter expertise on special projects, web support and software expenses and for additional intern or staff support.

Today's recommended actions are to formalize our commitment to serve as fiscal agent for the consortium and to delegate authority to the President/CEO to execute agreements with partners to continue the initiative.

The recommended actions—first at the Executive Committee, then the full Board later in January—will allow us to implement the activities expeditiously. All recommended agreements are subject to legal review and approval before finalizing.

Chair Ramirez requested a motion that the Executive Committee delegate authority to the President/CEO, subject to legal review and approval of the full board of directors:

- 1) To sign agreements as required and appropriate committing EDC to serve as fiscal agent for the receipt of \$450,000 over the period November 1, 2019 through October 31, 2022, for the Broadband Consortium of the Pacific Coast and for compliance with the terms, conditions and requirements set forth in California Public Utilities Commission (CPUC) Resolution T-17669 dated October 24, 2019;
- 2) Enter into agreement with County Coordinators in Santa Barbara and San Luis Obispo Counties in amounts not to exceed \$15,000 each annually, for the term of the grant, as identified in the approved Work Plan as referenced in CPUC Resolution T-17669;
- 3) To enter into agreement with Iprise Communications, William Simmons President, in an amount not to exceed \$75,000 annually, for the term of the grant, to serve as the "Collaborative Developer" responsible for oversight and implementation of the Consortium activities as identified in the Work Plan.

Tony Trembly motioned

- 1) To sign agreements as required and appropriate committing EDC to serve as fiscal agent for the receipt of \$450,000 over the period November 1, 2019 through October 31, 2022, for the Broadband Consortium of the Pacific Coast and for compliance with the terms, conditions and requirements set forth in California Public Utilities Commission (CPUC) Resolution T-17669 dated October 24, 2019;
- 2) Enter into agreement with County Coordinators in Santa Barbara and San Luis Obispo Counties in amounts not to exceed \$15,000 each annually, for the term of the grant, as identified in the approved Work Plan as referenced in CPUC Resolution T-17669;
- 3) To enter into agreement with Iprise Communications, William Simmons President, in an amount not to exceed \$75,000 annually, for the term of the grant, to serve as the "Collaborative Developer" responsible for oversight and implementation of the Consortium activities as identified in the Work Plan.

Cheryl Heitmann seconded the motion. All Executive Members listed in attendance in favor, motion carried

**Ratification of Grant Agreements with the U.S. Navy for \$15,000 for a Technology Transfer Demonstration Project and \$79,000 for the Launch of the Fathomwerx Lab at the Port of Hueneme and Delegation of Authority to the President/CEO to Execute Contracts or Agreements for the Distribution of Grant Funds. Recommendation to Approve.**

Stenslie noted that the Board, earlier this year, in January, entered into a Memorandum of Understanding with the Naval Surface Warfare Center-Port Hueneme Division (NSWC-PHD), the Port of Hueneme and Matter Labs, with several purposes in mind:

- supporting a culture of regional technology innovation, leveraging Navy Laboratory and Port resources,
- enabling systems supportive of technology transfer, building a closer relationship between the Navy Labs and the Port and businesses seeking to commercialize Navy and Port innovations,
- accelerating a self-supporting network of innovative research aligned to identified technological needs and a clear path to transition and commercialization by utilizing SBIR/STTR funding, Navy and Port R&D activities and other public and private capital.

One particular manifestation of the partnership is the development of a research laboratory, based at the Port of Hueneme, utilizing an extensive inventory of research and laboratory equipment, for the express purpose of sharing access to those assets with local students, businesses and entrepreneurs.

The outfitting of the research laboratory—branded Fathomwerx by the several partners identified above—is under the umbrella of Partnership Intermediary Agreements between EDC and NSWC-PHD and Naval Facilities Engineering Command (NAVFAC).

Toward advancing the purposes noted and toward fully supporting and launching the Fathomwerx lab, we have had the fortune recently to serve as the conduit for accessing additional Navy investment through two separate grants.

Both of the grant agreements, summarized below, were secured through late July into early September, and executed quickly in order to secure or obligate the funding in the federal fiscal year ending September 30. Copies of the agreements are available for review in our offices and will be available at the time of our meeting.

This past summer NAVFAC solicited proposals for a demonstration project intended to improve and increase the local Navy installation's relationships with local industry, particularly with firms that have the capacity to partner with the Navy in R&D, prototyping and rapid deployment. In response, EDC collaborated with Matter Labs to identify viable local technology transfer partners. Matter Labs conducted the entirety of the project; EDC served as the conduit for the grant funding. The Technology Hunter project involved outreach to firms, analysis of firm capacity and readiness for Navy partnership, selection of companies for participation and the development of 20 short videos on the firms for the purposes of helping prepare them for Navy engagement and for introducing the firms to the Navy commands.

While the lab at the Port of Hueneme is outfitted with some \$2 million in equipment contributed by NSWC-PHD, and the lease for the space is only \$1/month, there remains the need for financial resources to promote local industry and community awareness of the lab and to improve the infrastructure of the space and to build out some additional supports to house and deploy the equipment.

The Naval Surface Warfare Center-PHD, Office of Technology, in a manner consistent with our MOU, collaborated with EDC, Matter Labs and the Port for committing \$79,000 in grant funds to advance the Fathomwerx launch. The grant has been issued to EDC under a sole source order and designates the following:

- \$20,000 for program development, including a Shark Tank Technology Event, an Innovation Discovery Event and Technology Collaborations (the events have been completed);
- \$50,000 for Laboratory Infrastructure Improvements, including electrical, air circulation, plumbing and water systems, all currently in the design stage;
- \$20,000 Administrative, including logistical support for event planning and production, management and registrations.

The grant agreements anticipate EDC's distribution of the funds as outlined above. To execute that distribution, EDC needs to execute or amend agreements with Matter Labs and the Port of Hueneme, the latter for \$50,000 in infrastructure improvements to the Port's property housing the Fathomwerx lab.

Today's recommended action is to delegate authority to the President/CEO to execute those agreements, subject to legal review.

Moving forward, we expect that these grants are just the beginning of new and recurring revenue streams in support of our larger technology transfer agenda and partnerships with the Navy, the Port of Hueneme and Matter Labs.

There was extensive discussion about whether these activities are resulting in measurable economic gain for local firms, or whether the work has a material and positive return on investment. With those questions in mind, it was agreed to include in the action a requirement for regular follow up and reporting back to the Executive Committee and Board on actual progress.

Chair Ramirez requested a motion that the Executive Committee

- 1) Ratify approval of grant agreements with the U.S. Navy, \$15,000 for a Technology Transfer Demonstration Project and \$79,000 for the launch of the Fathomwerx Lab at the Port of Hueneme, subject to legal review.
- 2) Delegate authority to the President/CEO to enter into contracts and agreements as appropriate for the distribution of the grant funds as stipulated in the grant agreements.
- 3) Direct the President/CEO to periodically report back to the Board of Directors on the progress of grant-stimulated technology transfer for the economic benefit of private businesses.

Nan Drake motioned that the Executive Committee

- 1) Ratify approval of grant agreements with the U.S. Navy, \$15,000 for a Technology Transfer Demonstration Project and \$79,000 for the launch of the Fathomwerx Lab at the Port of Hueneme, subject to legal review.
- 2) Delegate authority to the President/CEO to enter into contracts and agreements as appropriate for the distribution of the grant funds as stipulated in the grant agreements.
- 3) Direct the President/CEO to periodically report back to the Board of Directors on the progress of grant-stimulated technology transfer for the economic benefit of private businesses.

Cheryl Heitmann seconded the motion. All Executive Members listed in attendance in favor, motion carried

**Delegation of Authority to the President/CEO to Engage the Services of Alexandria Wright for an Amount not to Exceed \$30,000, for a Term Ending December 31, 2019, for Support of Special Projects. Recommendation to Approve.**

Stenslie stated that over the last nearly three years we have worked closely with Alexandria Wright, then as the Director of the Ventura County Community College District's Workforce and Economic Development Division. Ms. Wright recently left the District and is currently working independently.

Two projects for which Ms. Wright provided expertise were in the development of a private sector apprenticeship training model for the region and in the development of a regional economic indicator report.

The apprenticeship training activity is our current year project funded by the Morgan Family Foundation, as part of our participation in the California Stewardship Network. That work is funded, but not yet fully executed. We had earlier in the year anticipated that a major portion of that work to be contracted through the Community College District, but no specific agreement had been executed. We have informed the Morgan Family Foundation of our shift in contracting to Ms. Wright directly and the Foundation supports our adjusted plan for completing the grant work.

Separately, in prior years, we had worked with Ms. Wright for the development of a draft set of economic indicators for the region. The work stalled as we waited for our statewide partner, California Forward, to complete a parallel set of statewide indicators, to which we could attach and leverage resources, data and analysis. The statewide work has now finally been re-started, through a Memorandum of Agreement between CA Forward and the Governor's Office of Business & Economic Development. With the statewide project moving again, we now have an opportunity to complete that connection and launch our indicator set in collaboration with CA Forward.

In discussion it was agreed that the high priority is to continue to coordinate with the Community College District and the Workforce Development Board on all workforce related activities, particularly the development of apprenticeship capacity and pathways.

Chair Ramirez requested a motion to delegate authority to the President/CEO to enter into an agreement with Ms. Wright either by contract with an LLC or by temporary employment, as appropriate. The term is through December 31, 2019 and not to exceed \$30,000.

Cheryl Heitmann motioned to delegate authority to the President/CEO to enter into an agreement with Ms. Wright either by contract with an LLC or by temporary employment, as appropriate. The term is through December 31, 2019 and not to exceed \$30,000. Nan Drake seconded the motion. All Executive Members listed in attendance in favor, motion carried

**Developing a Profile and Assessment of the Ventura County Regional Creative Economy and Implementation of a Creative Economy Cluster Initiative**

Stenslie noted that a critical issue in economic development strategy and practice for the Ventura County region is the identification of industry sectors or clusters with the potential for growth.

One such cluster is the “creative economy,” defined as the set of industries that depend on individual creativity to generate employment and wealth.

While the Creative Economy manifests in several well defined sectors—architecture and design, art and art galleries, digital media, film and entertainment—we *also find a strong alignment of the Creative Economy with entrepreneurship and innovation*, which have been widely recognized regionally and nationally as the most reliable foundations for sustainable economic growth.

With that background in mind, staff has developed a proposal for securing funds to develop a profile and assessment of the region’s creative economy assets and condition. Our larger purpose in the study is to form the foundation for a targeted business assistance program for firms within the cluster.

Such a format or template for the profile already exists, executed for several years in collaboration with the Otis College of Arts and Design in Los Angeles. Unfortunately, the Otis reports do not provide county level data for Ventura and Santa Barbara Counties.

To move this initiative forward, we presented a \$10,000 proposal (attached) to the Ventura County Community Foundation. The Foundation has approved and funded the proposal. The second attachment is an earlier internal staff project development memo, providing additional background on the concept and considerations for implementation.

Our next step is to contract with the Los Angeles Economic Development Corporation—the initial designer and co-publisher of the Otis Reports—for gathering, analyzing and presenting the Ventura County data. We are also discussing the possibility of including Santa Barbara data, as that would extend to the whole of our SBDC target area.

Once we have the report, we’ll have the foundation to begin outreach and some limited convening for the purpose of connecting our core competency in business technical assistance to firms in the cluster. For that activity we have sufficient consulting budget. Moving forward we’ll add to the advisor roster as appropriate to meet client volume, need and demand.

Staff will keep the board apprised of the timetable for implementation once we have agreement and an estimated completion date for the data analysis and report.

## **Annual Meeting Planning, for January 16, 2020**

Our EDC Annual Meeting is coming up on January 16, 2020.

Stenslie advised the Executive Committee that we have booked the Hyatt Regency Westlake, staying for a second year in the east county. The price secured for facility and catering matches prior year expenses.

We remain open on the event topic. In *past* years we've focused on the following:

- 2019 Business Resilience, Panel Discussion
- 2018 Entrepreneurship Ecosystem, Philip Auerswald
- 2017 Sustainable Water Solutions, Susan Mulligan and Mauricio Guardado; moderated by Matthew Fienup
- 2016 Agriculture Economy, Harold Edwards and Lon Hatamiya
- 2015 Economic Development: A Larger Conversation, Keynote by State Treasurer John Chiang
- 2014 Preschool to Professional, Keynote by Paul Orfalea, Panel with Amgen, Patagonia and Sage/ Corwin
- 2013 Health Care, Keynote by Yulun Wang, InTouch Health
- 2012 "Going Global," Keynote by Tavi Udrea, Haas Automation
- 2011 Small Business, Big Opportunity, Keynote by Bill Watkins
- 2010 Spotlight on Economic Recovery, Bill Watkins and Ashish Vaidya, CLU
- 2009 Where Is the Bottom and When Will it Turn Around? Ashish Vaidya and Somnath Basu, CLU
- 2008 Celebrating Accomplishments, Dan Dunmoyer, Deputy Chief of Staff to Governor Schwarzenegger
- 2007 State of the County Address, Johnny Johnston
- 2006 Ventura County and the National Economy, Chris Engle, AngelouEconomics

At our last meeting we considered several options, including Housing and a debate on the business migration data. In discussion it was agreed to have this year's annual meeting include a panel discussion with different perspectives on where we think the county is heading economically, over the next five years. The idea is to reflect not just on our current condition, but opportunities and barriers for moving forward.

### **Membership Report**

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.

We added one new private sector member in September, Strata Solar Development. Its major local project is in partnership with Southern California Edison, developing "Ventura Energy Storage, a battery storage project providing reliability and resiliency to the regional grid.

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.



A review of our roster reveals several under-represented sectors:

- Wholesale and Retail Trade
- Real Estate and Development
- Health Services Sector
- Leisure and Hospitality
- Telecommunications
- Firms Highly Associated with Region's Lifestyle Advantages

Several subsectors also remain high priorities, especially biotech and medical devices.

**President's Report**

We are scheduled to hold our October 17 meeting at Meissner Filtration, at 3:30. We will follow up to inquire about interest for a facility tour, which would start at 2:30 or thereabout.

**New or  
Unfinished  
Business**

None

**Executive  
Committee  
Comments:**

None

**Adjournment**

At 5:13 pm. Chair Ramirez announced that the meeting is adjourned to November 13, 2019.

Minutes taken by Kelly Noble