

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING

February 5, 2020

Location:	EDC-VC, 4001 Mission Oaks Blvd., Founder’s Room, Suite A-1, Camarillo, CA 93012
Attendance:	Haider Alawami– Economic Roundtable Representative, City of Thousand Oaks Harold Edwards – Limoneira Company Cheryl Heitmann – City of Ventura Kelly Long, <i>Vice Chair</i> – County of Ventura Chris Meissner– Meissner Filtration Products Peter Zierhut, <i>Secretary/Treasurer</i> – Haas Automation
Absent:	Nan Drake, <i>Chair</i> – E.J. Harrison Industries Bob Engler – City of Thousand Oaks Carmen Ramirez – City of Oxnard
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:	3:32 p.m. Vice Chair Kelly Long thanked everyone for attending.
Roll Call:	Kelly Noble
Amendment to the Agenda:	None
Public Comment:	None
Approval of Executive Committee Minutes	Executive Committee Meeting, January 8, 2020 Vice Chair Kelly Long requested a motion to approve the minutes from January 8, 2020 Executive Committee meeting. Haider Alawami moved to approve and file the minutes January 8, 2020 Executive Committee meeting. Peter Zierhut seconded the motion. Cheryl Heitmann was not in attendance for this motion. All remaining Executive Members listed in attendance in favor, motion carried.
Administration	Consideration of 2020 Executive Committee Meeting Schedule. Recommendation to Approve. Stenslie stated that in the packet is our draft/recommended meeting schedule for 2020. Regular Executive Committee meetings will be held on the 1 st Wednesday of the month, at 3:30 PM.

We have no meeting scheduled for the month of August.

Location: Unless otherwise notified, Executive Committee meetings are at the Board Room, 4001 Mission Oaks Blvd, Camarillo, 93012.

<u>Month, 2020</u>	<u>Executive Committee</u>	<u>Location</u>
February	2/5, 3:30 PM	4001 Mission Oaks Blvd
March	3/4, 3:30 PM	4001 Mission Oaks Blvd
April	4/1, 3:30 PM	4001 Mission Oaks Blvd
May	5/6, 3:30 PM	4001 Mission Oaks Blvd
June	6/3, 3:30 PM	4001 Mission Oaks Blvd
July	7/1, 3:30 PM	4001 Mission Oaks Blvd
	No August meeting	
September	9/2, 3:30 PM	4001 Mission Oaks Blvd
October	10/7, 3:30 PM	4001 Mission Oaks Blvd
November	11/4, 3:30 PM	4001 Mission Oaks Blvd
December	12/2, 3:30 PM	4001 Mission Oaks Blvd
January, 2021	1/6, 3:30 PM	4001 Mission Oaks Blvd

Vice Chair Kelly Long requested a motion to approve the Executive Committee Meeting Schedule. Chris Meissner motioned to approve the Executive Committee Meeting Schedule. Harold Edwards seconded the motion. Cheryl Heitmann was not in attendance for this motion. All remaining Executive Members listed in attendance in favor, motion carried.

Discussion of Strategy for a 2020 Program of EDC Convenings on the Regional Economy & Quality of Life

Stenslie commented that while we have long identified among our roles our function as a regional convener, we have, to be fair, *under-played* this role relative to our larger concentrations of efforts in direct business engagement, most specifically business technical assistance, lending and training.

While our role has not been to advocate on issues relating to business climate, there remains enormous opportunity to convene on a more neutral platform.

At last month's meeting, staff shared a draft framework or format for moving forward on this agenda. Key questions or issues include:

- What is the format and frequency?
- What are the priority issues and what outcomes are we looking for?
- How large a group and what composition of attendees might we consider ideal?
- With whom, or with which organizations, might we consider co-convening (e.g., VC Economic Vitality Strategic Plan Steering Committee, Civic Alliance, VCEDA, VC Community Development Corporation, HOME, First 5, VCTC, SCAG, etc.)?

There are several factors driving today's discussion about our role as a convener:

- Over the last several months there has been an increase in reporting and stakeholder concern about the region's economic condition and business climate. Several leaders, particularly elected officials, have expressed a desire to see more

organizing and dialogue around this issue. People are eager for information, context and interpretation, direction and answers.

- We have increased our activity in publishing reports, analysis and data. Our greater purpose in this work is to inform discussion, priority setting and planning, for which we have not found, nor will we find, adequate or appropriate forums for driving discussion without ourselves organizing and driving the opportunity.
- Moving forward, we anticipate releasing our first quarterly *Ventura County Sustainable Community Indicators* in January. We also have several other publications—both completed and in the works—that create opportunity for convening and dialogue.

While we're not alone in the economic development "space," we hold a significant leadership position generally and most specifically as the only public/private partnership with our focus.

There is a consensus for moving this forward to the full board at its February meeting.

Membership Report

Our bylaws, Section 2.2, identify our full board as a maximum of 36 members, including up to 24 from the private sector (which may include up to four members from other public or special district organizations, such as CSUCI and the Port of Hueneme) and 12 from the public sector.

Public Sector: The public sector seats are *defined specifically* as one elected official from each of the ten cities and two members of the County Board of Supervisors. These public sector seats are filled and membership dues are current.

Private Sector: We currently have 22 private sector members, out of a total of 24 available seats. Of the 22 private sector seats, currently two are "in-kind" (out of a maximum allowable of five), for the Pacific Coast Business Times and the Chambers of Commerce Alliance. Also per our bylaws, VCEDA is a full voting, *but non-paying* member of the Board. With that, we currently have 19 private sector dues-paying members. Our *budget* goal is for 20 cash private sector memberships. Our leadership goal is to fill all available openings.

Board Liaisons: Per Section 2.7 of our Bylaws, our Board may elect up to five Board Liaisons as non-voting members. Board Liaisons represent organizations of important regional economic interests, but whose organizational structure or governance either prohibits or otherwise strongly discourages regular dues paying membership. The primary role of a Board Liaison is to facilitate communication between the EDC-VC Board of Directors and the organization represented. We currently have four Board Liaisons

As noted in prior months, we are actively recruiting new private sector members, with goal 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, 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 and sub-sectors:

- Wholesale and Retail Trade

- Real Estate and Development
- Engineering
- Leisure and Hospitality
- Biotech and Medical Devices

In discussion there was consideration of opportunities for recruiting biotech, a marketing firm and another manufacturer for filling the vacancies.

Review of Annual Meeting, Considerations for 2021

Stenslie stated that we were very successful in sponsorships, securing approximately \$57,000, right on budget, short some \$6,000 from our high water mark a year ago but still considerably higher than in all other prior years.

Staff presented a preliminary estimation of total revenue and expense

The event received good coverage in both the Pacific Coast Business Times and Ventura Star.

President’s Report

Stenslie advised the Executive Committee that we will bringing the Draft Budget to the next full Board Meeting and that revenue looks very similar to last year.

Stenslie mentioned that staff is working on a strategy, for presentation to the board later in February, for developing a regional business resource and communication tool, web-based and partnership driven. There’s currently a gap for this kind of resource, which is common deployed in other regions. To execute this plan will require some additional investment by the cities and county. Staff will report status on this at the full Board meeting later in February.

New or Unfinished Business

None

Executive Committee Comments:

None

Adjournment

At 4:44 pm. Vice Chair Kelly Long announced that the meeting is adjourned March 4, 2020.

Minutes taken by Kelly Noble