

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING

March 4, 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 Nan Drake, <i>Chair</i> – E.J. Harrison Industries Cheryl Heitmann – City of Ventura Chris Meissner– Meissner Filtration Products Peter Zierhut, <i>Secretary/Treasurer</i> – Haas Automation
Absent:	Harold Edwards – Limoneira Company Bob Engler – City of Thousand Oaks Kelly Long, <i>Vice Chair</i> – County of Ventura
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:	3:35 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, February 5, 2020 Chair Nan Drake requested a motion to approve the minutes from February 5, 2020 Executive Committee meeting. Cheryl Heitmann moved to approve and file the minutes February 5, 2020 Executive Committee meeting. Peter Zierhut seconded the motion. All Executive Members listed in attendance in favor, motion carried.
Administration	Chair’s Consideration of Appointment to Fill a Vacancy on the EDC-VC Executive Committee Stenslie noted that the EDC Bylaws, Section 3.3, states that the Executive Committee shall be comprised of nine members, four from the private sector, four from the public sector, and one representative from the Economic Developers Roundtable. Appointments are at the Chair’s discretion, subject to Board approval, with appointments to made annually in January.

The Chair named, and the Board approved, the Executive Committee membership earlier this year, at our annual meeting on January 16. Included on the Committee's membership is Mayor Pro Tem Carmen Ramirez, representing City of Oxnard.

Since then, we have received notice from the City of Oxnard that on February 18, per Mayor Pro Tem Ramirez's request, the City named Councilmember Vianey Lopez to represent Oxnard on our Board of Directors.

As it is our practice for naming individual members to our Officer and Executive Committee roles, that leaves a vacancy in a public sector seat on our Executive Committee.

Today's item is for the Chair to consider input and discuss a recommendation to be made to the full EDC board at its next meeting.

Considerations for appointment include, but are not limited to, rotation among the cities and regions of the county, length of service on the EDC Board.

That noted, per the bylaws, appointments are at the Chair's discretion, subject to Board approval. Chair Nan Drake indicated, with Committee consensus, she will take a recommendation to the full board to name Dee Dee Cavanaugh to the Executive Committee.

Membership Report

Stenslie commented that we are actively recruiting new private sector members, with a 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

Stenslie advised the Executive Committee that staff is working on several fronts.

Consideration to Ratify Agreement with the Morgan Family Foundation, for the Receipt of a \$65,000 Grant for Continuing Participation in the California Stewardship Network and to Delegate Authority to the President/CEO to Implement the Grant Workplan for Contributing to the Launch of a Pilot Apprenticeship Program in Ventura County. Recommendation to Approve.

Stenslie stated, as previously reported, EDC has for over the last six years served as one of 14 continuing executive committee members of the California Stewardship Network. This past year, CSN merged for greater stability and impact with California Forward , securing major funding commitments (primarily the Irvine and Morgan Family Foundations) for their work in sponsoring the California Economic Summit and for a

workplan promoting regional stewardship based on triple bottom line principles and values (economy, equity, environment). The several regional members of CSN have also received direct grant funding of some \$60,000 annually from the Morgan Family Foundation.

Members of the Stewardship Network include the San Diego and Los Angeles Economic Development Corporations, the Inland Empire Economic Partnership, San Luis Obispo Economic Vitality Corporation, Monterey Bay Economic Partnership, the Fresno Business Council, the Sierra Business Council, Tahoe Prosperity Center, the Silicon Valley Leadership Group, the Bay Area Council, Valley Vision (Greater Sacramento area), Sonoma Human Services and Economic Development, and Redwood Coast Rural Action.

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.

In each of the last several years, the Morgan Family Foundation has provided funding to each of the Network partners. Our projects have been the development of our regional Comprehensive Economic Development Strategy, an analysis of economic opportunity in local food processing and food systems, support for local work on developing market-based groundwater trading, developing a business resource guide for accessing career training and, for the past two years, continuing work on improving regional career education outcomes.

Stenslie added that while prior to 2017, each Network partner had wide latitude in developing local projects, starting in 2017 the Foundation and Network set a priority for concentrating on advancing the priorities of the California Economic Summit. In 2017, 2018 and 2019, the directed priorities were on contributing to the goal of "one million more skilled workers," specifically by strengthening relationships between workforce and community colleges. That priority has been extended into 2020.

A summary of our grant proposal and the grant reporting matrix, focusing on a partnership with the Workforce Development Board for launching a local industry led apprenticeship pilot program is in your packet.

The over-arching goal of the project is to leverage the resources of our local workforce and economic development systems for improving industry/education partnership and collaboration.

A designated \$10,000 of the \$65,000 agreement is also to support our EDC's continuing engagement in CSN and the CA Economic Summit process. The EDC President is currently a co-chair of CSN. This leadership role has a term ending date of June 30, after that continuing as a member of the CSN executive committee.

The Morgan Family Foundation has approved our grant proposal and already funded the project, which has been included in our adopted budget.

Nan requested a motion to ratify the President's signature to the agreement as well as delegate the President the authority to implement the work plan as outlined in the attachments. No single element or expenditure anticipated in the grant agreement exceeds \$15,000, that amount for securing a professional facilitator and expert in apprenticeships. We anticipate, and have committed to, securing that facilitator in partnership with the Ventura County Workforce Development Board.

Chris Meissner motioned to ratify the President's signature to the agreement as well as delegate the President the authority to implement the work plan as outlined in the attachments. No single element or expenditure anticipated in the grant agreement exceeds \$15,000, that amount for securing a professional facilitator and expert in apprenticeships. We anticipate, and have committed to, securing that facilitator in partnership with the Ventura County Workforce Development Board. Cheryl Heitmann seconded the motion. All Executive Committee Members in attendance in favor, motion carried.

Discussion of the Key Policy and Planning Considerations as Inferred from the 2020 Budget.

Stenslie noted that having moved our budget adoption straight to the full Board we missed an opportunity at the Executive Committee to discuss in more detail several of both the short and long range policy and planning issues implied by the budget. Following is a short list of issues for today's consideration and discussion:

1. Organizational capacity:
 - priority to grow the organization's staff
 - dependence on independent contractors
2. Membership dues (8%) and total member contributions (19%), as a share of the organization's total budget
3. Balance between public (86%) and private (14%) sector revenues
4. Regional role/distribution of activities, between/among:
 - Direct client service activity:
 - Retention and growth
 - Entrepreneurship
 - Attraction
 - Research, analysis, report development, outcome reporting
 - Convening
 - Industry sector/cluster and service concentrations, initiatives
 - Manufacturing
 - International Trade/World Trade Center
 - Broadband
 - Film Commission
 - Disaster Recovery
 - Early Child Education
 - Workforce/Career Education
 - Others??
5. Concentration of activity on business technical assistance (56% of revenue)

6. Long range dependability of revenue, where are the opportunities for growth

7. Other issues/opportunities/concerns

Discussion of Strategy for the First in a 2020 Program of EDC Convening's on the Regional Economy & Quality of Life

Stenslie noted for the Executive Committee that at our March meeting the EDC Board of Directors approved an action for supporting our launch of a series of regional convenings on the issues that inform our economic development strategy and/or drive or impede our economy.

While we have not settled on the *exact* date as of this writing, we plan to schedule the first of these in April. The convening and topic will be informed by the release of our Sustainable Community Indicators, with a concentration to be determined over the next week.

Our current notion is to introduce the entire indicator set, then concentrate discussion on one category (see the full list below). We'll be getting an updated set of data for the Entrepreneurship section in March, so that concentration appears timely and creates opportunity for inviting co-sponsorship from several organizations.

For a brief overview, the indicators are organized as follows (with the web page going live this week):

Economic

- County GDP
- Total Export Value
- Unemployment Rate
- Labor Force Participation Rate
- Job Creation Rate
- Educational Attainment

Quality of Life

- Median Household Income
- Average Annual Earnings
- Housing Affordability
- Adjusted Poverty Rate
- Cost of Living

Industry Sectors

- Health Services, Social Assistance (Private Education)
- Leisure & Hospitality
- Agriculture
- Construction
- Manufacturing
- Professional, Scientific & Technical
- Naval Base Ventura County

Entrepreneurship & Innovation

- Entrepreneurial Density
- Economic Diversity
- Startup Connectivity
- Resource Fluidity

The Executive Committee had an extensive discussion about topics, roles and regional leadership.

President's Report

Stenslie shared information on the following:

- AB 3205, CA legislation seeking to provide support for regional economic development;
- EDC has applied for \$20,000 from VCCF, for a business outreach program relating to the Census;
- EDC is contracting with LAEDC for the production of a Ventura and Santa Barbara County Creative Economy Report, funded by VCCF.
- Our annual audit starts next month.

**New or
Unfinished
Business
Executive
Committee**

None

None

Comments:

Adjournment

At 5:03 pm. Chair Nan Drake announced that the meeting is adjourned to April 1, 2020.

Minutes taken by Kelly Noble