

MINUTES
EDC-VC BOARD OF DIRECTORS MEETING
September 19, 2019

- Location:** 4001 Mission Oaks Boulevard, Camarillo 93012
- Attendance:** Haider Alawami – City of Thousand Oaks, Liaison, ED Managers Roundtable
Gerhard Apfelthaler– California Lutheran University
Will Berg – City of Port Hueneme
Vance Brahosky – NSWC Port Hueneme Division
Larry Buckley – Ventura County Community College District
Kristin Decas – Port of Hueneme/Oxnard Harbor District
Bob Engler – City of Thousand Oaks
Cheryl Heitmann – City of Ventura
Bob Huber – County of Ventura
Nina Kobayashi – Mechanics Bank
Jey Lacey – Southern California Edison
Kelly Long – County of Ventura
Chris Meissner – Meissner Filtration Products
Roseann Mikos – City of Moorpark
Manuel Minjares – City of Fillmore
Michele Newell – VCEDA
Carmen Ramirez, *Chair* – City of Oxnard
Andy Sobel – City of Santa Paula
Sim Tang Paradis – City National Bank
Tony Trembley – City of Camarillo
William Weirick – City of Ojai
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** Dee Dee Cavanaugh – City of Simi Valley
Gary Cushing – Chambers of Commerce Alliance
Nan Drake, *Vice Chair* – E.J. Harrison Industries
Henry Dubroff – Pacific Coast Business Times
Harold Edwards – Limoneira Company
Amy Fonzo – California Resources Corporation
Anthony Goff – Calleguas Municipal Water District (Liaison)
Jim Scanlon – Arthur J. Gallagher and Co
Alex Schneider – The Trade Desk
Tony Skinner – IBEW Local #952
Trace Stevenson – AeroVironment, Inc.
Ysabel Trinidad – California State University Channel Islands
Brian Tucker – Ventura County West
- Legal Counsel:** Nancy Kierstyn Schreiner, Law Offices of Nancy Kierstyn Schreiner
- Staff:** Marvin Boateng, Loan Officer
Ray Bowman, SBDC Director
Shalene Hayman, Controller
Kelly Noble, Office Manager
Bruce Stenslie, President/CEO

Guests: Micah Weinberg, California Forward
Rachel Wagner, SCAG
Melody Rafelson, County of Ventura

Call to Order: Chair Carmen Ramirez called the meeting to order at 3:40 p.m. Ramirez thanked everyone for being here today.

Amendment to the Agenda: None

Public Comment: Chair Ramirez asked everyone to introduce themselves. Kristin Decas announced that the Port will be hosting their annual Banana Fest on September 28 and that the Port has just been recognized as number 2 in the entire state for rallying clean air pledges and is hosting Ventura County's Official Clean Air Day on October 2.

Minutes: **Approval of Meeting Minutes, July 18, 2019**
Chair Ramirez asked if there were any comments on the July 18, 2019 minutes. With none, Ramirez asked for a motion to approve the minutes from July 18, 2019. Bob Huber motioned to approve the minutes from July 18, 2019. Cheryl Heitmann seconded the motion. All Board members listed in attendance in favor, motion carried.

Financial Report: **June 2019 Financials**
Shalene Hayman briefly reviewed the August 2019 financials. There was discussion on the Revolving Loan Balance Sheet and Profit and Loss, noting significant legal expenses this year dedicated to the recovery of potential loan losses. Staff is hopeful for recovering a significant share of that expense this year through collateral on the loans and court judgments for the fees.

Ramirez requested a motion to approve and file the July and August 2019 Financials. Roseann Mikos motioned to approve and file July and August 2019 Financials. William Weirick seconded the motion. All Board members listed in attendance in favor, motion carried.

Administration **Board of Directors Membership Report and Consideration of New EDC Member, Strata Solar Development. Recommendation to Approve.**
Stenslie announced that our Board has several vacancies which are open for appointment. Strata Solar is a North Carolina firm established in 2008, involved in a full range of vertically integrated services, including residential and commercial installation and full scale utility solar and energy storage projects. The firm is active in 16 states, with a considerable concentration in California, from Ukiah in the north, through the Sacramento area to the Inland Empire

Strata Solar is expanding services in the Ventura County region, a major component being Ventura Energy Storage, a partnership with So Cal Edison that involves a realignment of infrastructure that improves regional grid efficiency and allows a reduction in local energy production.

The firm is represented locally by Garrett Lehman, Director of Development, and Will Mitchell, Director, Origination – West Region.

The addition of Strata Solar adds to our Board's leadership in the important field of energy generation and storage, engineering and construction.

Ramirez asked for a motion that the Board of Directors appoint Strata Solar to an EDC Private Sector Membership. Manual Minjares motioned to appoint Strata Solar to an EDC Private Sector Membership. Kelly Long seconded the motion. All Board members listed in

attendance in favor, motion carried.

Update on Small Business Administration Ojai Portability Assistance Grant

Stenslie noted that as a follow up to our work in disaster recovery in 2018 from the Thomas Fire, we were invited by the SBA to apply for a “portable assistance” grant. These grants carry a dual purpose: 1) to deliver a targeted economic recovery and resilience program and service for a severely impacted region; and 2) to design the project in such a manner that it may be shared and duplicated in other regions (thus, the “portability”).

The total funds available nationwide under this SBA solicitation were \$1 million, with projects limited to \$100,000 each. Eligible applicants were limited to regions that had suffered either from a federally declared disaster in 2017 or otherwise suffered from a sudden and severe economic dislocation.

Our proposal, developed in coordination with the Long Beach Lead SBDC Center and informed by extensive input from Ojai area businesses, was selected as one of ten projects nationwide. Funding for the one-year project ends at the end of September, though we will continue work under the project scope of work going forward, funded by other Small Business Development Center and state funding.

Our purpose is both to support business recovery and resiliency in the baseline economy, as well as provide resources in support of entrepreneurship and new business development

Stenslie advised the Board that we have more than 80 current active business clients in the Ojai Valley, have made three loans and facilitated several workshops and dialogues around the topic of a sustainable Ojai economy.

Of particular note, we contracted with Civilis Consultants for the development of an “Identity Framework” for the business districts in downtown Ojai and Meiners Oaks. This involved tours of the districts with business and civic leaders, “story framework” workshops, extensive interviews with stakeholders, surveys of the business community and a “secret shopper” activity.

This work resulted in the publication of an extensive “Identity Dossier” that we’ll share as part of today’s meeting. The Dossier includes detailed notes on opportunities for improving business outcomes in the retail and hospitality sectors and useful “Toolkits” for property owners, business owners and public sector entities. Part of today’s discussion will be an overview of our next steps in moving this project forward.

Separately, supported both by our experience in this project and in work throughout the three county region, staff have developed a Disaster Preparedness and Resiliency Guide, designed as a resource for other SBDC’s and local business serving and economic development entities in preparing for and recovering from disaster. Our unique contribution in this field is the targeting of the guide to this specific audience. The product is not quite complete, but will be posted to our website and distributed later yet in September.

President’s Report

Stenslie stated that 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.

Stenslie mentioned several additional items:

- EDC will be participating with several other broadband consortia in the Southern California Association of Governments region, on a CalTrans grant supporting a study

intended to support investments resulting in the reduction of greenhouse gasses.

- EDC has been awarded a 10,000 grant from the Ventura County Community Foundation in support of a project identifying the regional profile of the Creative Economy.
- EDC will be serving as a pass through grantee for Naval Base Ventura County, two grants, for 15,000 and 79,000, in partnership with Matterlabs and the Port of Hueneme, for the promotion of technology transfer initiatives.
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More on each of these will be forthcoming in upcoming board meetings.

A Dialogue with Micah Weinberg, President, California Forward: CA Economic Summit; Building State/Regional Economic Development Partnerships; Regions Rise Together Initiative

Stenslie advised the Board that Dr. Micah Weinberg was appointed President of California Forward earlier this summer. Prior to that Micah served several years as the President of the Bay Area Council Economic Institute. Micah has been an active member in the California Stewardship Network, and has a long background in economic development, having early in his career worked with the International Economic Development Council.

Micah's writing has appeared in diverse outlets from the New York Times to Policy Studies Journal, and he has appeared on Fox News and NPR.

Micah holds a doctoral degree in Political Science from the University of North Carolina at Chapel Hill and graduated with honors from Princeton University with a degree in Politics. Among other appointments, he serves on the Board of the American Cancer Society for the Greater Bay Redwood Region and the Advisory Boards of the Insure the Uninsured Project, Rise Together Bay Area and Covered California for Small Business.

As the President of California Forward, Micah enjoys a close working relationship with the Governor's Office of Business and Economic Development, the Office of Planning and Research and with leaders in the legislative branch.

CA Fwd is a non-profit organization founded in 2008 that advocates for shared prosperity across all of the state's regions and for improved government performance and accountability.

CA Fwd is currently partnered with the Governor Newsom Administration on its Regions Rise Together initiative for building a plan for inclusive, sustainable growth across California.

The organization hosts the California Economic Summit, a year round bipartisan effort fueled by business, equity, environmental, and civic leaders from across the state's diverse regions. This robust network concentrates on ensuring that all Californians have access to the building blocks of the California dream, including economic opportunity, stable housing, quality jobs and a healthy environment.

In 2019, CA Fwd merged with the California Stewardship Network, a group of leaders of regional community and economic development organizations with a triple bottom line orientation. The result is a greatly strengthened organization that possesses a deeper footprint in all corners of the state to identify and promote public policy to benefit all Californians. This civic infrastructure will improve effectiveness in expanding the economic, environment and social wellbeing of our regions.

Parenthetically and personally speaking, and for full disclosure, as a result of the merger of CA Fwd and the CA Stewardship Network, my own role as current co-chair of the Stewardship Network secured me a seat on CA Fwd's governing board.

Stenslie turned the floor over to Micah.

Micah went through his presentation titled Regions up shared prosperity. Provided an overview of the Economic Summit, our prospects for building the infrastructure for a more robust state/regional economic development partnership, and a summary of one key initiative of the administration, Regions Rise Together.

There was extensive discussion on opportunities and barriers for state/local partnership in growing regional economies, and on several specific issues, including housing.

**Committee/Liaison
Reports:**

VCEDA

Michele Newell reminded the Board that VCEDA's Business Outlook Conference will be held at the Ventura County Office of Education in Camarillo on 10/31/2019.

Naval Surface Warfare Center-Port Hueneme Division

Vance Brahosky stated that they are in the process of finishing the wiring for the lab. Once this is complete they will be able to fire up all the equipment. Fathomwerx will be a powerful magnet. He advised the Board that he spoke at California Lutheran School of Management about how they are managing workforce and retaining industries. Vance expressed enthusiasm for the resources at CLU.

Economic Developers Roundtable

Haider Alawami stated that there has been a lot of discussion in the ED Roundtable meetings, concentrating on the exchange of information about each city's activities. On a specific item, Haider expressed excitement about growth in the Biotech sector in the Conejo Valley.

Ventura County Lodging Association

None

Calleguas Municipal Water District

None

**New or Unfinished
Business:**

None

**Board Member
Comments:**

None

Adjournment:

Meeting adjourned at 5:07 p.m. Our next meeting is October 17, 2019 at Meissner Filtration Products, 1001 Flynn Road, Camarillo, 93012.