

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
September 2, 2020

- Location:** EDC-VC, 4001 Mission Oaks Blvd., Founder’s Room, Suite A-1, Camarillo, CA 93012 and <https://zoom.us/j/8349665509>.
- Attendance:** Haider Alawami– Economic Roundtable Representative, City of Thousand Oaks
Dee Dee Cavanaugh – City of Simi Valley
Nan Drake, *Chair* – E.J. Harrison Industries
Harold Edwards – Limoneira Company
Bob Engler – City of Thousand Oaks
Cheryl Heitmann – City of Ventura
Kelly Long, *Vice Chair* – County of Ventura
Chris Meissner– Meissner Filtration Products
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** None
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Kelly Noble, Office Manager
Bruce Stenslie, President/CEO
- Call to Order:** 3:30 p.m. Chair Nan Drake thanked everyone for attending.
- Roll Call:** Kelly Noble
- Amendment to the Agenda:** None
- Public Comment:** None
- Approval of Executive Committee Minutes** **Executive Committee Meeting, July 1, 2020**
Chair Nan Drake requested a motion to approve the minutes from July 1, 2020 Executive Committee meeting. With Haider stating that the minutes did not reflect his presence at the July 1, 2020 meeting and that change being made, Harold Edwards moved to approve and file the minutes July 1, 2020 Executive Committee meeting. Kelly Long seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Administration** **Consideration of a \$125,000 Agreement with California Manufacturing Technology Consulting, for the Term August 1, 2020 – May 31, 2021, for EDC’s Provision of Outreach, Assessment and Advising Manufacturers on Available Programs and Resources. Recommendation to Approve.**
Stenslie noted that California Manufacturing Technology Consulting (CMTC) serves as the

California partner to the US Department of Commerce and National Institute of Standards and Technology for the delivery of the nation's Manufacturing Extension Partnership National Network Program.

CMTC was recently awarded federal CARES Act funding to participate in a National Emergency Assistance Program in response to COVID-19. The CMTC goal with the new funding is to help 7,000 California small and mid-size manufacturers survive, recover and thrive in emergence from the pandemic. With that additional funding, CMTC has reached out to several economic development organizations to provide assistance in this effort.

Stenslie informed the Executive Committee that CMTC has proposed funding EDC up to \$125,000 to conduct outreach, assessment and advising services to a minimum 180 small and medium sized manufacturers in Ventura and Santa Barbara Counties.

This activity is wholly consistent with our existing Small Business Development Center services and would augment our funding and capacity to do this work, with special attention to our important manufacturing sector. The goal of 180 firms served is wholly reachable. While most of this program activity can be absorbed by existing staff capacity, we anticipate allocating an estimated \$32,000 of the \$125,000 to contract support for project management.

This partnership will add considerable value to our region's manufacturing firms as we will have, to their benefit, more and improved access to CMTC's full suite of services. These services include but are not limited to assistance with strategic planning, access to capital, operational efficiencies, workforce training and supply chain optimization.

Finally, while this contract is only through May of 2021, we anticipate this partnership to extend beyond that date for the enhanced access to CMTC services.

Chair Drake requested a motion to approve and forward to the full Board of Directors a delegation of authority for the President/CEO to sign approval of a contract with California Manufacturing Technology Consulting, \$125,000 for the Term August 1, 2020 – May 31, 2021, for EDC's Provision of Outreach, Assessment and Advising Services to Manufacturers in Ventura and Santa Barbara Counties. Kelly Long motioned to approve and forward to the full Board of Directors a delegation of authority for the President/CEO to sign approval of a contract with California Manufacturing Technology Consulting, \$125,000 for the Term August 1, 2020 – May 31, 2021, for EDC's Provision of Outreach, Assessment and Advising Services to Manufacturers in Ventura and Santa Barbara Counties. Bob Engler seconded the motion. All Executive Members listed attendance in favor, motioned carried.

Consideration to Ratify Approval of an Agreement with the Local Government Commission, for EDC Hosting a Civic Spark AmeriCorps Program Fellow, in Support of Capacity Building and Efficiency Improvements for the Region's Film Permitting Systems. Recommendation to Approve.

Stenslie noted for the Executive Committee that EDC serves as the Ventura County Film Commission, as a collaborative partner to the California Film Commission and the larger film industry. Our primary function is to facilitate communication between industry and location representatives, specifically to help avoid conflicts and to improve the over-all filming experience for all parties. A key element of that is to serve as a liaison between the industry and the thirty-plus film permitting entities in Ventura County, including the County, the ten cities, and several parks and special districts.

The Local Government Commission (LGC) serves as California's lead in facilitating the

implementation of the national AmeriCorps fellows program. The overarching purpose of the program is to provide capacity building services to local governments by deploying the services of emerging young professionals. These fellows are paid a modest stipend over an eleven month program period, during which they commit a minimum 1,300 hours to a local project and the balance to various learning and development exercises and activities, all for their education and professional growth. LGC, in collaboration with EDC, recruits and hires the fellow. We share with LGC the fellow's supervision. EDC designs the program, as summarized below.

EDC previously participated in CivicSpark in 2018, hosting a fellow dedicated to the support of our regional broadband initiative. The County of Ventura—particularly in the Resource Management Agency—also annually hosts at least one CivicSpark fellow. Our experience in our prior CivicSpark project was wholly positive and motivates our continuing participation.

While non-profit organizations such as EDC are often the hosts for CivicSpark, as noted above the primary beneficiary of the AmeriCorps program is capacity building services to local governments

Stenslie added that our scope for this project is for the fellow to assist in the development of a more cohesive, effective and clear set of mapping for permit processes that are based in the County's GIS functionality. This is particularly timely, in consideration of the challenges of re-launching the region's robust film industry post COVID-19. The County Planning Department, which houses the County's film permitting function, is our public entity project partner.

The agreement with LGC is for EDC to pay LGC over the course of the project \$26,000 in support and wage stipends for the fellow. As we are splitting this contract activity over 2020 and 2021 the cost is manageable.

Chair Drake requested a motion to ratify approval of an agreement with the Local Government Commission, for EDC hosting a CivicSpark AmeriCorps program fellow, in support of capacity building and efficiency improvements for the region's film permitting systems. Bob Engler motioned to ratify approval of an agreement with the Local Government Commission, for EDC hosting a CivicSpark AmeriCorps program fellow, in support of capacity building and efficiency improvements for the region's film permitting systems. Harold Edwards seconded the motion. All Executive Members listed attendance in favor, motioned carried.

Consideration of a Memorandum of Understanding with Southern California Association of Governments and Other Parties, EDC-VC Serving as Fiscal Agent for the Broadband Consortium of the Pacific Coast, \$57,000 for Provision of Services in Support of the Developing Transportation Broadband Strategies to Reduce VMT and GHG Project. Recommendation to Approve.

Stenslie noted, serving as a federally designated Metropolitan Planning Organization for Southern California, SCAG, a Joint Powers Authority, is responsible of the development of a Regional Transportation Plan/Sustainable Communities Strategy for the counties of Imperial, Los Angeles, Orange, San Bernardino, Riverside and Ventura. The CA Department of Transportation (Caltrans) has awarded a transportation planning grant to SCAG to advance its Sustainable Transportation strategy.

A component of that strategy is to determine the feasibility of accelerating Digital Inclusion—that is, broadband deployment and adoption—as a strategy to reduce VMT and GHG. To carry that out, SCAG has developed this recommended MOU and scope of work,

which includes the California Emerging Technology Fund (CETF) as the implementation lead, along with regional partners the Inland Empire Regional Broadband Consortium, the Southern Boarder Broadband Consortium and the Broadband Consortium of the Pacific Coast (BCPC), the latter for which EDC serves as fiscal agent.

The project scope of work for BCPC/EDC includes:

- \$20,000 for research and data collection for the types of data that are needed to show broadband relationship and impact to VMT and GHG.
- \$20,000 for community engagement and stakeholder meetings.
- \$15,000 for focus groups and surveys.
- \$2,000 for reimbursement of travel expenses.

CETF, EDC and the other regional partners are also contributing in-kind funding to this project. EDC's share of that in-kind contribution is \$5,968, through our existing CA Public Utilities Commission Advanced Services Fund grant, in support of our consortium. With that, our net income on the project is \$50,462. The project is anticipated to launch in September 2020 and for our role should be completed by the end of 2021, with the entire project, including final report, due in mid to late 2022.

We have existing capacity to complete the scope of work through our Consortium contract lead Bill Simmons and EDC staff.

Chair Drake requested a motion that the Executive Committee approve and forward to the full Board of Directors for approval a Memorandum of Understanding with Southern California Association of Governments (SCAG) and other parties, EDC-VC serving as fiscal agent for the Broadband Consortium of the Pacific Coast, \$57,000 for EDC and the Consortium's Provision of services in support of the Developing Transportation Broadband Strategies to Reduce Vehicle Miles Travelled VMT and GHG Project. Cheryl Heitmann motioned that the Executive Committee approve and forward to the full Board of Directors for approval a Memorandum of Understanding with Southern California Association of Governments (SCAG) and other parties, EDC-VC serving as fiscal agent for the Broadband Consortium of the Pacific Coast, \$57,000 for EDC and the Consortium's Provision of services in support of the Developing Transportation Broadband Strategies to Reduce Vehicle Miles Travelled VMT and GHG Project. Dee Dee Cavanaugh seconded the motion. All Executive Members listed attendance in favor, motioned carried.

Consideration of an Agreement with the Ventura County Community Foundation, for Reimbursement of EDC Expenses in Support of the COVID-19 Business Assistance Grants Program. Recommendation to Approve.

Stenslie commented that the County of Ventura is a recipient of federal CARES Act funding to cover its expenses and to provide support for residents, businesses and public and private entities impacted by the coronavirus pandemic. The County Board of Supervisors have approved an allocation and award to the Ventura County Community Foundation (VCCF) of \$15 million for a program to issue \$5,000 direct grants to businesses, with a consideration to increase up to some \$24 to \$25 million. The County Board also approved an allocation to VCCF of \$500,000 to implement the grant program.

Stenslie noted that VCCF has agreed to contract with EDC-VC and Women's Economic Ventures (WEV) to support this initiative. Our roles are summarized in the attached Draft Scope of Work. EDC and WEV are providing support in the design of the program, in outreach and communication to businesses, in the review of applications and through staffing a phone support system to answer questions from applicants and to guide them through the application process.

We anticipate our total expense in support of the program to be approximately \$115,000. It turns out that the process of granting \$5,000 each to some 3,000 businesses is incredibly time and labor intensive. The process of awarding grants is still on-going, anticipated to be complete in September.

The notion of \$5,000 grants is designed specifically to award funds to a broad array of small firms. Similar strategies have been implemented in other California cities and counties and across the nation. Distributing funding to a large number of firms removed the possibility of evaluating applicants on merit, so collectively, with the County's lead, we established a system of confirming eligibility. Eligibility requirements include a business license, a W-9, submittal of information attesting to annual income between \$25,000 and \$2 million and a commitment to use the grant funds to remain in business.

Drake requested a motion that the Executive Committee approve and forward to the full Board of Directors approval of an agreement with the Ventura County Community Foundation, for Reimbursement of EDC Expenses in Support of the COVID-19 Business Assistance Grant Program. Chris Meissner motioned that the Executive Committee approve and forward to the full Board of Directors approval of an agreement with the Ventura County Community Foundation, for Reimbursement of EDC Expenses in Support of the COVID-19 Business Assistance Grant Program. Bob Engler seconded the motion. All Executive Members listed attendance in favor, motioned carried.

Budget Update and Summary of Activities in Response to the Impacts to Business and Economy by COVID-19

Staff provided updates on several issues:

- Total volume of client activity, as continuously updated at <https://edcollaborative.com/covid19/>. Scroll to the bottom of the page for the dashboard, showing 1,913 active clients as of this writing, 2,224 clients participated in webinars and training.
- Summary of new revenue sources for accommodating this client activity and of the expenses for service delivery.
- Activities in client surveys, research and development.
- Updates on-partnerships, expectations for impacts on revenues and expenses moving forward.

President's Report

Stenslie gave updates on the following

- Membership
- National attention for Ray Bowman on recent research for serving small business
- On-going webinars
- The EDC Finance Team
- Employees attending training through the CA Assoc for Local Economic Development (CALED)

Stenslie provided additional information on COVID-19 response activities and resources. Supervisor Long also provided detail on the County's actions and strategies.

**New or
Unfinished
Business**

Chris Meissner gave an update relating to the pressures for developing a vaccine for COVID-19.

**Executive
Committee
Comments:**

Board members expressed support for the work of staff and the organization.

Adjournment

At 4:51 pm. Chair Nan Drake announced that the meeting is adjourned to October 7, 2020.

Minutes taken by Kelly Noble