

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
December 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
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:** Dee Dee Cavanaugh – City of Simi Valley
Nan Drake, *Chair* – E.J. Harrison Industries
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** Brian Miller, County of Ventura
- Staff:** Ray Bowman, EDCSBDC Director
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:** Moving closed session items up between Items II and III.
- Public Comment:** None
- Closed Session** **Conference with Labor Negotiators Pursuant to Government Code Section 54957.6**
The Committee entered closed session at 3:40.
- Report out of Closed Session** The Committee came out of closed session at 3:55, reporting that the Executive Committee is very pleased with the President/CEO’s performance, approving a bonus payment and will be bringing an amended contract to the next Executive Committee and General Board Meetings.
- Approval of Executive Committee Minutes** **Executive Committee Meeting, November 4 7, 2020**
Vice Chair Kelly Long requested a motion to approve the minutes from November 4, 2020 Executive Committee meeting. Cheryl Heitmann moved to approve and file the minutes November 4, 2020 Executive Committee meeting. Harold Edwards seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Administration Ratification of Amendment to Morgan Family Foundation 2020 Grant Agreement, Shifting from Apprenticeship Pilot Program to Regional Asset Mapping of Work-Based Learning Resources. Recommendation to Approve.

Stenslie noted, 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 Executive Committee 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 approach 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's executive 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.

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 was extended into 2020.

We have recently been informed that the Morgan Family Foundation will fund only one more year of CSN partner activities and will be dissolved at the end of 2021. The priority for grant opportunities in 2021 continues its focus on career education, but also requires that each grantee partner with another CSN member or members for leveraging

resources and strategy. We are currently in dialogue with the San Luis Obispo Economic Vitality Corporation for developing a central coast project.

There is a summary of our amended grant reporting matrix, focusing on a partnership with the Ventura County Workforce Development Board for asset mapping of the region's work-based learning assets, in your packet.

This project is prescribed by the Workforce Board's adopted strategic plan and aligns with our EDC's priority for investing in the skills enhancements essential for business and worker success in increasingly competitive domestic and international markets. Our primary contribution to the Asset Mapping project is a contribution of up to \$40,000 toward the digitization of the Asset Map content, assuring ease of regular and continuous updating and on-line access by stakeholders, including businesses, employers, workers and educators. Workforce Board staff have committed to maintaining the asset map going forward.

The balance of the \$65,000 agreement—not less than \$25,000—is to support our EDC's continuing engagement in CSN and the CA Economic Summit process and for participation in the design and content development of the local asset mapping. The EDC President served as co-chair of CSN for the first six months of 2020 and continues as co-chair for the CA Economic Summit's "Planning for Regional Inclusive Economies" workgroup, intended to help shape a state/local partnership for investing in economic recovery throughout the diversity of California's regions.

Vice Chair Long asked for a motion that the Executive Committee ratify the President's amendment of a \$65,000 grant agreement, for the term February 1, 2020 through December 1, 2020, with the Morgan Family Foundation, for continuing participation in the California Stewardship Network and shifting from the planned launch of a pilot apprenticeship program to supporting a Ventura County Workforce Development Board project for Asset Mapping of Work-Based Learning Resources. Chris Meissner motioned that the Executive Committee ratify the President's amendment of a \$65,000 grant agreement, for the term February 1, 2020 through December 1, 2020, with the Morgan Family Foundation, for continuing participation in the California Stewardship Network and shifting from the planned launch of a pilot apprenticeship program to supporting a Ventura County Workforce Development Board project for Asset Mapping of Work-Based Learning Resources. Cheryl Heitmann seconded the motion. With Peter Zierhut abstaining, all remaining Executive Committee members listed in attendance in favor, motion carried.

Delegation of Authority to the President/CEO to Approve Agreement with the City of Oxnard for the Oxnard Business Assistance Program, Technical Assistance and Lending Services to 30 Disadvantaged Small Businesses. Recommendation to Approve.

Stenslie commented that the City of Oxnard has invited EDC to collaborate on the development of services in support of small and disadvantaged businesses disproportionately impacted by the pandemic. The City has proposed using a share of its CARES Act Community Development Block Grant (CDBG) funds for the support of a joint initiative. Resulting from several joint and separate strategy discussions, City and EDC staff have reached agreement for a program as summarized in more detail in the attached draft proposal. The City is currently working up the contract and we anticipate receiving it imminently, with shared intent to launch the program as soon as possible

The planned program is to consist of the following:

The City of Oxnard contributes a total of \$250,000:

- City funds EDC \$40,000 for program management and implementation.
- City contributes \$30,000 to EDC for outreach and communication to the business community.
- City contributes up to \$30,000 toward out-of-pocket lending costs, such as credit reports, guarantee fees, etc.
- City contributes \$150,000, in \$5,000 grants to each of 30 targeted businesses.

Additionally, the City will coordinate with EDC on the outreach to target disadvantaged neighborhoods and businesses and will make CDBG program eligibility determinations.

EDC commits to:

- Outreach, client assessment, credit risk and program fit analysis and underwriting services.
- A minimum of 10 hours of SBDC technical assistance to each of the 30 businesses, valued at \$22,500 in advising expense.
- \$450,000 in loan capital, up to \$15,000 to each of the 30 targeted businesses.
- Provide regular EDD business assistance services to firms not put into this program

The idea is to leverage \$5,000 grants from the City with up to \$15,000 in term loans and in-depth technical assistance to concentrate high quality intensive services to businesses that have been hit disproportionately hard by COVID-19. The attachment provides additional detail on “program fit.” Further, our notion is to use this targeted program as a foundation to build a longer-term and sustainable relationship with the City for jointly targeting services to the City’s business community.

Vice Chair Long requested a motion that the Executive Committee delegate authority to the President/CEO to approve agreement with the City of Oxnard for the Oxnard Business Assistance Program, technical assistance and lending services to 30 disadvantaged small businesses. Peter Zierhut motioned that the Executive Committee delegate authority to the President/CEO to approve agreement with the City of Oxnard for the Oxnard Business Assistance Program, technical assistance and lending services to 30 disadvantaged small businesses. Cheryl Heitmann seconded the motion, All Executive Committee members listed in attendance in favor, motion carried.

Membership Report

Discussion focused on the challenge by some members to pay dues during the economically challenging environment of COVID-19. The Committee directed the President to reach out to the board’s education members to offer a one-time/one-year adjustment to dues.

Discussion on the Development of Officer Nominations for 2021

The following summarizes our bylaws on the annual establishment of our Officers and Executive Committee.

Section 3.1a identifies our officers as a Chair, Vice-Chair, Secretary, Treasurer and President. Section 3.1a further specifies that “the Chair and Vice-Chair will alternate between its [the board’s] public and private sector representatives.” The officers’ roles are defined in Section 3.2 (Article IV addresses the role of the President separately from

the other officers).

Following the bylaws' direction for alternating the Chair between public and private sectors, our 2021 Chair shall be selected from our **public** sector membership.

The bylaws specify that officer terms are for one year.

Section 3.1b of the bylaws states that at the annual meeting for each new calendar year, the Board shall elect the Chair of the Board, the Vice-Chair, the President, Secretary and Treasurer of the Corporation. Our 2021 Annual Meeting is scheduled for January 21.

Section 3.3 of the bylaws states that

“An Executive Committee comprised of nine (9) Board members, including the Chair, Vice Chair, and Secretary/Treasurer, with the balance selected by the Chair, subject to Board approval, shall be established each year at the first Board meeting of the calendar year. The Chair shall select one member of the Executive Committee from among the city or county economic development practitioners who participate in the Economic Developers Roundtable. This member of the Executive Committee shall also be designated as a liaison to the EDC-VC Board of Directors, consistent with Section 2.7 of these bylaws.”

Over the last several years the Executive Committee has submitted a recommendation for a slate of officers to the full board at the Annual Meeting. That recommendation has been finalized in December or early January, prior to the Annual Meeting.

As the Vice-Chair has traditionally moved into the Chair's position on the annual rotation, our primary considerations are for identifying nominees for 2021 Vice-Chair and Secretary/Treasurer. No formal action is necessary today.

Staff will provide a summary at the time of our meeting of recent past participation on the Executive Committee and options or priorities for membership.

Separately from the nomination and election of Officers, it is the responsibility of each new year's Chair to appoint the other Executive Committee members. Our bylaws, Section 3.3, specify that the Executive Committee “shall be established each year at the first Board meeting of the calendar year.”

The executive committee had a discussion regarding potential nominations for new Executive Committee Members.

Annual Meeting Planning, for January 21, 2021

Our Annual Meeting is scheduled for January 21, 2021.

In recent years, our Annual Meeting has generated some \$30,000 in net income by sponsorships. Given the constraints of the pandemic, and that our meeting date for 2021 will be pre-empted by 6 days by VCEDA's scheduled Business Outlook Conference, and the challenge of securing sponsorships in these times generally and for that date specifically, the Executive Committee at its meeting in September directed that we not seek sponsorships for an “event” meeting in January, and look to schedule a gathering and sponsorship event later in 2021 when meetings—presumably, optimistically (?)—may again be safe and allowed.

That noted, we will still carry out our Annual Meeting leadership elections on January 21 as prescribed by our bylaws.

While we are not planning to ask for sponsorships, we do plan to invite a broad range of our partners and stakeholder, past participants and sponsors, and to showcase our work this past year in responding to the coronavirus pandemic. Staff is developing a summary report on our activities and will mail that to invitees and stakeholders in advance of the meeting. At the meeting we will feature appreciations for, and short presentations from, several advisors, staff and businesses with whom we have worked through the pandemic. Our intent is also to recognize transitions in our board membership.

President's Report

Stenslie provided information about the coming CA Economic Summit, December 3-4.

**New or
Unfinished
Business**

None

**Executive
Committee
Comments:**

None

Adjournment

At 4:55 pm. Secretary/Treasurer Peter Zierhut announced that the meeting is adjourned to January 6, 2020.

Minutes taken by Kelly Noble.