

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING

April 7, 2021

- Location:** EDC-VC, 4001 Mission Oaks Blvd., Founder’s Room, Suite A-1, Camarillo, CA 93012 and <https://zoom.us/j/8349665509>.
- Attendance:** Dee Dee Cavanaugh – City of Simi Valley
Kristin Decas – Port of Hueneme/Oxnard Harbor District
Nan Drake – E.J. Harrison Industries
Harold Edwards, Vice-Chair – Limoneira Company
Bob Engler – City of Thousand Oaks
Kelly Long, *Chair* – County of Ventura
Rosie Ornelas – Economic Roundtable Representative, City of Oxnard
Andy Sobel – City of Santa Paula
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** None
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests** Mike Bastine, CA Community Colleges
Marybeth Jacobson, Workforce Education Solutions
Rizwan Mahmood, Aerovironment
William Pratt, Kinamed
Chris Meissner, Meissner Filtration Products
Michael Riley, Integrity Bio
Karen Williams, Bayer Crop Science
Steve Nial, Skyworks Solutions
- Staff:** Marvin Boateng, Director of Lending
Kelly Noble, Office Manager
Tracie Schneider, Communications and Marketing Coordinator
Bruce Stenslie, President/CEO
- Call to Order:** 3:30 p.m. Chair Kelly Long thanked everyone for attending.
- Roll Call:** Kelly Noble
- Amendment to the Agenda:** None
- Public Comment:** **None**

**Joint Meeting
with the
Ventura County
Industry
Council (VCIC)**

Chair Kelly Long had the Executive Committee introduce themselves. Harold Edwards had the members of the VCIC introduce themselves. Bruce Stenslie introduced staff.

Stenslie noted that VCIC's purpose is to unite its members' industry diversity—broadly including manufacturing, biotechnology and life sciences, aerospace and maritime defense, agriculture and food systems—and to consolidate its critical mass and voice for the purposes of retaining, growing and attracting production cluster businesses and for assuring access to the skilled workforce essential to drive industry sustainability and growth.

The development of the EDC-VC/VCIC agreement was built upon for key principles:

- 1) EDC/VCIC mission alignment, relative to the region's retention and growth of business and jobs.
- 2) Mutual benefit, considering VCIC's desire for an efficient and expedient means for supporting its launch and EDC's interests for connecting its services to firms in the manufacturing and ag/food systems sectors.
- 3) Advancing the identity and retaining the autonomy of VCIC's industry leadership.
- 4) Managed expense, reasonable compensation and structure.

The approved Fiscal Sponsorship Agreement addresses the manner by which EDC and VCIC leadership, at the governance level, are to connect and communicate.

The meetings discussion obtained joint familiarity with each other and the agreement, sharing of goals and objectives, and identifying opportunities for collaboration.

Chair Long invited members of VCIC to attend full EDC Board meetings, for further familiarity with our organization.

**Approval
of Executive
Committee
Minutes**

Executive Committee Meeting, March 3, 2021

Chair Long requested a motion to approve the minutes from March 3, 2021 Executive Committee meeting. Bob Engler moved to approve and file the minutes from March 3, 2021 Executive Committee meeting. Andy Sobel seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Administration

Consideration to Apply to the U.S. Defense Logistics Agency for Designation and Funding to Operate a Procurement Technical Assistance Center (PTAC). Recommendation to Approve Resolution.

Stenslie noted that procurement Technical Assistance Centers, or PTAC's, are federally funded grant programs that serve as a bridge between buyers and suppliers, providing information and expertise on the nuances, complexities and opportunities in government contracting and supporting the capabilities of contractors to provide efficient and cost-effective services to government agencies.

The delivery of these services may be understood as a subset of our Small Business Development Center functions, in assisting businesses to become profitable and sustainable. While we already have some expertise in assisting businesses in qualifying to serve as a government supplier, we have neither had the resources to develop a specialized capacity in that service nor in the outreach to promote it.

There are some 94 PTAC's nationwide, with approximately 300 local offices. The nearest PTAC to our service area is in Los Angeles, but with no particular focus or capacity for serving the Ventura and Santa Barbara counties area.

The administration and funding of PTAC's is through the U.S. Defense Logistics Agency (DLA), Office of Small Business Programs. DLA recently published a solicitation inviting proposals for new PTACS, with specific regional targeting to only a small number of states and territories, though including unserved and underserved counties in California.

Proposals are due on May 1. The maximum annual federal award for "less than statewide" coverage is \$600,000. There is a required 40% match, cash and/or in-kind, meaning that a fully funded program would operate with a \$1 million budget.

PTAC program outcomes are measured in three areas:

- Outreach activities, both to government agencies and business, including events organized to educate and connect buyers and suppliers.
- Clients served and total hours advising.
- Contracts secured by private sector suppliers and dollar value of contracts and sales.

Our interest in securing a PTAC agreement is threefold:

- 1) An expansion and specialization of our existing base and capacity for providing business assistance.
- 2) Expansion of our service and capacity for engaging and supporting the several commands at Naval Base Ventura County and Vandenberg Air Force Base in Santa Barbara County. This is of particular interest, given our region's legacy of businesses connected to defense contracting, our recent expansion and concentration of activity in technology transfer, and our Fathomwerx partnership.
- 3) Access to additional financial resources to grow and sustain our economic development services in the Ventura and Santa Barbara county region.

Chair Long requested a motion that the Executive Committee recommend to the full Board of Directors approval of a Resolution authorizing our application to the U.S. Defense Logistics Agency for Designation and Funding to Operate a Procurement Technical Assistance Center (PTAC). Andy Sobel motioned to recommend to the full Board of Directors approval of a Resolution authorizing our application to the U.S. Defense Logistics Agency for Designation and Funding to Operate a Procurement Technical Assistance Center (PTAC). Dee Dee Cavanaugh seconded the motion. All Executive Members listed in attendance in favor, motion carried.

**Membership Report and Consideration of Membership for Aera Energy LLC.
Recommendation to Approve.**

Stenslie noted that with the continuing downturn in business owing to the coronavirus pandemic, we remain cautiously concerned about membership dues and retention. With our annual budget adoption for 2021 we approved a one-year reduction in membership dues for our Education sector members, for a goal of retaining their memberships at the full level after this year.

We have also this last month lost the membership of California Resources Corporation, following their bankruptcy, re-organization and regional layoffs.

We continue our interest to fill our three board vacancies. 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, as noted below (plus several locally critical sectors for which we are always interested in more representation, e.g., Ag/Food Systems, Manufacturing/Production/R&D . . .):

- Wholesale & Retail Trade
- Transportation
- & Warehousing
- Leisure & Hospitality
- Real Estate, Development & Construction
- Engineering Services
- Biotech & Life Sciences

As previously noted, we recently had turnover on of our board seats, with California Resources Corporation, represented by Amy Fonzo, restructuring following its bankruptcy and dropping its EDC membership.

Based nearby in Kern County, Aera Energy LLC is California's 2nd largest oil and gas producer and has been producing in Ventura County for more than 100 years. The company's regional public affairs representative, Michele Newell, served on our Board of Directors just a year ago, representing VCEDA as its Chair. Michele and Aera Energy are very active in Ventura County business issues, with Michele currently serving as Chair of the Ventura Chamber of Commerce. Michele was also recognized by the Pacific Coast Business Times in 2018 and 2020 as one of the tri-counties Top 50 Women in Business.

The appointment of Aera Energy to our Board of Directors fills a gap that recently opened in our industry sector representation and connects us to an engaged and locally invested industry leader.

Chair Long requested a motion that the Executive Committee approve and forward a recommendation to the full Board of Directors for an EDC-VC Board Membership for Aera Energy LLC. Bob Engler motioned to approve and forward a recommendation to the full Board of Directors for an EDC-VC Board Membership for Aera Energy LLC. Harold Edwards seconded the motion. All Executive Members listed in attendance in favor, motion carried.

COVID-19 Status Report, Opportunities for Accessing New Resources in Response to Business Impacts

Stenslie noted for the Executive Committee that among other resources, the American Rescue Plan is delivering some \$164 million to the County of Ventura and a total of an estimated \$139 million the county's ten cities. While not totally unrestricted, the funds may be used on a wide variety of investments contributing to economic recovery and

relief from the impacts of COVID-19.

Recognizing the extraordinary impact to workers and business, and our capacity as the region's economic development public/private partnership service organization, we have submitted a proposal for an estimated \$5.5 million, in support of our capacity development and delivery of services. A copy of that proposal is attached. Staff will be meeting with the County in mid-April to discuss the proposals.

Also for moving forward, and as noted at our Board of Directors meeting in March, we have secured CARES Act funding to contract with Damooei Global Research, for securing a better understanding of the regional impacts of COVID-19 to workers and business and for the purpose of informing our service strategies and deployment of resources. The data analysis focuses on both Ventura and Santa Barbara counties. We anticipate a near complete draft by May 31 and a final report no later than June 30.

Strategic Planning Discussion

The last several years of disaster and pandemic have brought unprecedented disruption to the region economically and to our organization structurally.

We have managed this disruption by several organizational restructurings, by increasing and diversifying our service capacity and product through hiring new staff and contracting additional advisors, and by securing new funding to support the transitions and services.

Given this circumstance, it is particularly timely and critical that we assess our condition and remain strategic on planning for what is ahead in 2021 and beyond.

Our Executive Committee at its meetings in March and April briefly reviewed and discussed several current considerations for strategic planning, as presented by staff.

For additional background, staff also shared our previously adopted "Business Plan Executive Summary" and Business Plan Supplement titled "Opportunities and Priorities for Regional Economic Competitiveness" (both attached). These two items were adopted at our Board's last strategic planning exercise some 13 years ago and have remained largely unchanged since, with annual updates to the business plan's "goals and objectives" (though not updated in 2020, so becoming rather dated, as all staff activity was redirected to responding to pandemic). While these two items remain relevant and serviceable, it's safe to say the organization would benefit from the process of developing a refreshed strategic plan.

For moving forward, the Executive Committee reached consensus to conduct a strategic planning exercise. Direction to staff is to return to the Committee at its meeting on May 5 with a draft scope for the exercise.

President's Report

Stenslie shared that Clare Briglio, our Disaster Coordinator, is exiting the organization and is thankful for and appreciative of her extraordinary work and contributions to the organization and region.

Stenslie advised the Executive Committee that Nancy Kiersten-Schreiner is looking at potential amendments to the By-laws and Articles.

The EDC is looking to fill a grants management position.

**New or
Unfinished
Business**

None

**Executive
Committee
Comments:
Adjournment**

None

At 5:21 pm. Chair Long announced that the meeting is adjourned May 5, 2021.

Minutes taken by Kelly Noble.