

MINUTES
EDC-VC BOARD OF DIRECTORS MEETING
April 20, 2021

- Location:** 4001 Mission Oaks Blvd, Camarillo, CA 93012 and by teleconference.
- Attendance:** Haider Alawami – City of Thousand Oaks
Vance Brahosky – NSWC Port Hueneme Division (Liaison)
Stephanie Caldwell– Chambers of Commerce Alliance
Dee Cavanaugh – City of Simi Valley
Kristin Decas – Port of Hueneme/Oxnard Harbor District
Nan Drake – E.J. Harrison Industries
Henry Dubroff – Pacific Coast Business Times
Harold Edwards, *Vice Chair* – Limoneira Company
Daniel Groff – City of Moorpark
Randy Haney – City of Ojai
Bob Huber – County of Ventura
Mary Jarvis – Kaiser Permanente
Mike Johnson – City of Ventura
Jey Lacey – Southern California Edison
Ari Larson – City of Fillmore
Vianey Lopez – City of Oxnard
Lynn Luna – Mechanics Bank
Chris Meissner – Meissner Filtration Products
Shawn Mulchay – City of Camarillo
Michele Newell – Aera Energy (voted in as board member, first Admin item on the agenda)
Rosie Ornelas – Economic Development Representative/City of Oxnard
Tracy Perez – VCEDA
Jim Scanlon – Arthur J. Gallagher and Co
Andy Sobel – City of Santa Paula
Sim Tang Paradis – City National Bank
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** Gerhard Apfelthaler – California Lutheran University
Skyler Ditchfield– Geolinks
Cynthia Herrera – Ventura County Community College District
Kelly Long – County of Ventura
Will Mitchell – Strata Solar Development
Misty Perez – City of Port Hueneme
Alex Schneider – The Trade Desk
Trace Stevenson – AeroVironment, Inc.
Ysabel Trinidad – California State University Channel Islands
Brian Tucker – Ventura County West (Liaison)
IBEW Local #952
- Legal Counsel:** Nancy Kierstyn Schreiner, Law Offices of Nancy Kierstyn Schreiner

Staff: Shalene Hayman, Controller
Kelly Noble, Office Manager
Tracie Schneider, Communications and Marketing Coordinator
Bruce Stenslie, President/CEO

Guests: Mike Bastine, CA Community Colleges
P.J. Gagajena, City of Moorpark
Marybeth Jacobson, Workforce Education Solutions
Alan Jaeger – NSWC Port Hueneme Division
Jeffrey Lambert, Ventura County Community Foundation
Gloria Martinez, County of Ventura
Michele Newell, Aera Energy (voted in as board member, first Administrative item on the agenda, noted below)

Call to Order: Vice Chair Harold Edwards called the meeting to order at 3:31 p.m. Long thanked everyone for attending.

Amendment to the Agenda: None

Public Comment: None

Minutes: **Approval of Meeting Minutes, March 18, 2021**
Vice Chair Edwards asked if there were any comments on the March 18, 2021 minutes. With none, Edwards asked for a motion to approve the minutes from March 18, 2021. Nan Drake motioned to approve the minutes from March 18, 2021. Bob Huber seconded the motion. Board member Shawn Mulchay was not in attendance for this motion. All remaining Board members listed in attendance in favor, motion carried.

Financial Report: **March 2021 Financials**
Shalene Hayman reviewed the March 2021 financials. With no questions, Vice Chair Edwards asked for a motion to approve the March 2021 Financials. Dee Dee Cavanaugh motioned to approve the January and March 2021 Financials. Henry Dubroff seconded the motion. Board member Shawn Mulchay was not in attendance for this motion. All remaining Board members listed in attendance in favor, motion carried.

Administration: **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 (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
- Real Estate, Development & Construction
- Transportation & Warehousing
- Engineering Services
- Leisure & Hospitality
- Biotech & Life Sciences

As previously noted, we recently had turnover on one 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. This recommendation was reviewed and approved by the Executive Committee at its meeting of April 7.

Vice Chair Edwards requested a motion that the Board approve appointment of Aera Energy to an EDC-VC Board Membership. Nan Drake Motioned to approve appointment of Aera Energy to an EDC-VC Board Membership. Bob Huber seconded the motion. Board member Shawn Mulchay was not in attendance for this motion. All remaining Board members listed in attendance in favor, motion carried.

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.

Stenslie stated that today's recommended action is to approve and forward to our full Board of Directors authorization for our application for PTAC funding, as expressed in the attached Resolution. The Executive Committee reviewed this action at its meeting of April 7 and recommends its approval by the full Board.

Vice Chair Edwards requested a motion that the Board of Directors approve the attached Resolution authorizing our application to the U.S. Defense Logistics Agency for Designation and Funding to Operate a Procurement Technical Assistance Center (PTAC). Henry Dubroff motioned to approve the attached Resolution authorizing our application to the U.S. Defense Logistics Agency for Designation and Funding to Operate a Procurement Technical Assistance Center (PTAC). Bob Huber seconded the motion. Board member Shawn Mulchay was not in attendance for this motion. All remaining Board members listed in attendance in favor, motion carried.

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

Stenslie made brief reference to the continuing volume of activity and to the re-opening of the economy. More on this will be discussed under Board comments later on the agenda.

EDC Strategic Planning Considerations

Stenslie stated that 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 (see 1st attachment).

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”. 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, at its meeting on April 7 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, an estimated cost range and options on the process.

Today’s discussion is simply to inform the full board of this initial planning, share these background items, solicit input, gauge initial interest and thoughts on priorities, opportunities and concerns for the organization going forward.

President’s Report

Stenslie noted for the Board that our audit is underway, with the audit team from Farber, Hass, Hurley LLP on site the week of April 26. We anticipate that audit draft available for the Executive Committee on June 2 and full Board on June 17.

Committee/Liaison Reports

Naval Surface Warfare Center-Port Hueneme Division- Vance Brahosky informed the Board that another Admiral from the nation’s Navy command is coming through to visit Fathomwerx.

VCEDA-Tracy Perez stated she attended a presentation on the Smart Coast California Project. Great information, highly recommended. Stephanie Caldwell has joined the VCEDA Board.

Economic Developers Roundtable-Rosie Ornelas stated that the Cities and County are all busy working on outreach to businesses for the various grant programs and other resources. Thanked EDC for priorities to include resources for Bilingual Businesses.

Ventura County Lodging Association-Brian Tucker was unable to attend the meeting but shared a report summarized by Stenslie. Travel and Tourism is at the lowest since 1996. The reality is there is a 4-year trajectory on recovery. Hearing that a lot of sectors lost a lot of labor and are having trouble rehiring.

Calleguas Municipal Water District-None

Ventura County Industry Council (VCIC)-Peter Zierhut stated that a good number of VCIC

founding members were able to join the EDC Executive Meeting last week. Looking forward to doing some collaborative work. More to come.

**New or Unfinished
Business:**

None

**Board Member
Comments**

There was an extensive exchange, with several board members providing detail on their experience, relative both to impacts and recovery from COVID-19.

**Zoom Chat Box
Contents:**

Adjournment:

Meeting adjourned at 5:13 p.m. Our next meeting is May 20, 2021, 4001 Mission Oaks Blvd, Camarillo and by teleconference.