

MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
November 3, 2021

- Location:** EDC-VC, 4001 Mission Oaks Blvd., Founder’s Room, Suite A-1, Camarillo, CA 93012 and <https://zoom.us/j/8349665509>.
- Attendance:** 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:** Dee Dee Cavanaugh – City of Simi Valley
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Staff:** Marvin Boateng, Director of Lending
Ray Bowman, SBDC Director
Monica Estrella, Grants and Contracts Manager
Alondra Gaytan, Client Service Manager
Kelly Noble, Office Manager
Tracie Schneider, Communications and Marketing Manager
Bruce Stenslie, President/CEO
- Call to Order:** 3:32 p.m. Chair Kelly Long thanked everyone for attending.
- Roll Call:** Kelly Noble
- Approval of Executive Committee Minutes** **Executive Committee Meeting, October 6, 2021**
Chair Long requested a motion to approve the minutes from October 6, 2021, Executive Committee meeting. Nan Drake moved to approve and file the minutes from October 6, 2021, Executive Committee meeting. Bob Engler seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Amendment to the Agenda:** None
- Public Comment:** None

Administration **Consideration to Delegate Authority to the President/CEO to Sign an Agreement with the County of Ventura for Continuing Services in Support of the Ventura County Business Assistance Grant Program, Not to Exceed \$125,000 for the Term August 20, 2021 – December 31, 2021. Recommendation to Approve.**

Stenslie noted that in response to the impacts to business caused by the pandemic, the County previously, in 2020, committed \$24.7 million in federal CARES Act funding to business assistance grants, at \$5,000 each. Recognizing continuing need, the County has recently approved another allocation of \$20 million for \$5,000 business assistance grants, this time using unrestricted funds. We anticipate the application process to open for a short window by around the end of March.

The prior round in 2020 was administered by the Ventura County Community Foundation. For this new round, the County is managing the program through its Executive Office, with the support of a separate contractor for standing up the application infrastructure.

Assemblymember Jacqui Irwin has long been among the state’s leading advocates for investing in digital skills, promoting cyber-security, and advancing for our region a robust and competitive high technology economy. She has been instrumental in securing resources for Cal State University Channel Islands to launch its own Engineering program, with a concentration in Mechatronics.

Early during the COVID-19 pandemic, Assemblymember Jacqui Irwin was introduced to a CARES Act funded digital skills training pilot program in the Sacramento area. She quickly organized discussions in Ventura County about replicating the program. While we were not able to turn around a program immediately, even better, she was able to secure a \$5 million Trailer Bill (AB/SB 129) allocation for the launch of a program in Ventura County.

EDC staff is currently in negotiation with the CA Workforce Development Board for a final contract agreement.

Chair Long requested a motion to delegate Authority to the President/CEO to Sign an Agreement with the County of Ventura for Continuing Services in Support of the Ventura County Business Assistance Grant Program, Not to Exceed \$125,000 for the Term August 20, 2021 – December 31, 2021. Recommendation to Approve. Nan Drake motioned to delegate Authority to the President/CEO to Sign an Agreement with the County of Ventura for Continuing Services in Support of the Ventura County Business Assistance Grant Program, Not to Exceed \$125,000 for the Term August 20, 2021 – December 31, 2021. Bob Engler seconded the motion. All Executive Members listed in attendance in favor, motion carried.

Federal Fiscal Year-End Small Business Development Center Year-End Report on Outcomes and Activities

Stenslie noted that EDC has served as the Ventura and Santa Barbara Counties Small Business Development Center (SBDC) since 2010. The primary funding is through the U.S. Small Business Administration (SBA). Program performance is now calculated on a federal fiscal year calendar, ending September 30.

Funding for the SBDC program comes through several sources:

- Core SBA funding: \$490,000
- CA GO-Biz, Technical Assistance Expansion Program (or TAEP): \$250,000
- CA GO-Biz Capital Infusion Program (or CIP); \$140,000
- Cities and County Matching Fund Contributions: \$118,000
- Federal CARES Act: \$1,366,250

The CARES Act funding was a one-time infusion for response to COVID-19. Some \$400,000 of that fund was for various research projects in collaboration with the statewide SBDC network.

As previously noted, program activity has skyrocketed during the COVID era, from a previous high of around 800 clients annually to now more than 2,100 in the year ending 9/30/21.

Under SBDC Director Ray Bowman's management our program has served with extraordinary dedication and efficiency, providing an enormous benefit to the region's businesses and economy.

Strategic Planning Discussion

Stenslie noted that as previously discussed, we are working with Eric Ryan of Mission Met for strategic planning services. Our notion is that after several years of organizational growth and regional (and global) economic disruption, now is a good time to step back, assess our condition, capacity and purpose, and initiate a strategic planning exercise to re-center the organization. For this, we have four outcomes intended:

- Vision: A clear multi-year vision to guide the organization, especially as it relates to the geographic area served and our programmatic direction.
- Strategic Plan: A practical and focused strategic plan to lead the EDC towards its vision.
- Alignment: An even stronger alignment between the staff and board.
- Execution: A documented process for ensuring that the strategic plan gets executed.

Our purpose in going forward is to assure our organizational sustainability as a public/private partnership, dedicated to enhancing regional economic competitiveness, and to optimize our efficiency and community value, while remaining committed to:

- quality customer service,
- a business-demand driven model of collaborative learning, and
- triple bottom-line, outcome oriented, transparent and data driven accountability.

Stenslie thanked everyone for the participation in a great planning meeting.

Membership Report

Stenslie explained, with the continuing impact to business owing to the pandemic, we remain cautiously concerned about membership dues and retention. With our 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 also have several members not regularly attending. Staff will provide an update on retention considerations for these members.

Though we have no vacancies we routinely see turnover of one to two members annually. We currently have three members that are not regularly participating and could be considered at risk: Strata Solar, Trade Desk and IBEW Local 952. Staff is following up to determine status. Assuming any vacancies going forward, 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 for which we are always interested in more, 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

President's Report

Nothing more to report.

New or
Unfinished
Business

None

Executive
Committee
Comments:

None

Closed Session

Conference with Labor Negotiators Pursuant to Government Code Section 54957.6
Went into closed session at 4:17 pm.

Report Out of
Closes Session

The Committee came out of closed session at 4:55, reporting a unanimous recommendation to refer a final contract to the full board on November 18, 2021, along with a 2-year extension to the current contract. In addition, a 7.7% merit bonus was awarded.

Adjournment

At 4:57 pm. Chair Long announced that the meeting is adjourned to December 1, 2021.

Minutes taken by Kelly Noble.