



ECONOMIC
DEVELOPMENT
COLLABORATIVE

MINUTES

EDC-VC EXECUTIVE COMMITTEE MEETING

October 5, 2022

- Location:** <https://us06web.zoom.us/j/87303913667pwd=U0pQYUItZnNLa3lZRmhQY0R6WnlhQT09>
- Attendance:** Dee Dee Cavanaugh, *Vice Chair* – City of Simi Valley
Bob Engler – City of Thousand Oaks
Carole Drulias – Mechanics Bank
Andy Sobel – City of Santa Paula
Rosie Ornelas – Economic Roundtable Representative, City of Oxnard
Brian Miller – County of Ventura
Peter Zierhut, *Secretary/Treasurer* – Haas Automation
- Absent:** Kristin Decas – Port of Hueneme/Oxnard Harbor
Harold Edwards, *Board Chair* – Limoneira Company
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Staff:** Bruce Stenslie - EDC President/ CEO
Tracie Schneider - EDC Communications Manager
Alondra Gaytan - EDC Director of Strategic Relations
Jaime Fall - Workforce and Economic Strategies Director
Monica Estrella - Grants and Contracts Manager
- Guests:** Maria Kelly – Pacific Coast Broadband Consortium
Bill Simmons – Pacific Coast Broadband Consortium
Shelby Arthur – EDC Strategic Alliance Associate

Call to Order: 3:32 p.m. Vice Chair Dee Dee Cavanaugh thanked everyone for attending.

Public Comment: Bruce Stenslie introduced Carole Drulias from Mechanics Bank and Carole shared a few comments.

Consideration to Hold Virtual Board Meeting **Consideration to Extend Approval to Hold Virtual Board Meetings Pursuant to AB 361 and Adopt Findings. Recommendation to Approve.**
 Vice Chair Dee Dee Cavanaugh requested a motion to approve the extension of authority to hold virtual board meetings. Andy Sobel moved to approve holding virtual board meetings pursuant to AB 361 and to adopt findings. Bob Engler seconded the motion. Executive members in listed in attendance in favor, motion approved.

Approval of Executive Committee Minutes **Executive Committee Meeting, July 6, 2022**
 Vice Chair Dee Dee Cavanaugh requested a motion to approve the minutes of July 6, 2022, Executive Committee meeting. Andy Sobel moved to approve and file the minutes of July 6, 2022, Executive Committee meeting. Bob Engler seconded the motion. All Executive Members listed in attendance in favor, motion approved.

Administration **A. Membership Report and Consideration of New Membership for St. John’s Regional Medical Center/ Dignity Health. Recommendation to Approve.**
 Bruce Stenslie provided an overview of the EDC bylaws and the background of the importance of filling seats for the public and private sectors. In today’s recommended action if approved the EDC will fill a private sector seat. St. John’s Regional Medical Hospitals/Dignity Health includes both St. John’s Hospitals in Oxnard and in Camarillo. St. John’s is part of Dignity Health, a California based not-for-profit public benefit corporation that operates in California, Nevada and Arizona, and is the fifth largest hospital system in the nation and the largest non-profit hospital provider in California. Dignity Health has a particularly strong concentration in our southern and central California region, with several hospitals in Los Angeles, Kern, Ventura, Santa Barbara and San Luis Obispo counties. Dignity Health joined with Catholic Health Initiatives in 2019 to create Common Spirit Health. With 140 hospitals and more than 1,000 care sites across 21 states, Common Spirit is the nation’s largest Catholic health system and second largest nonprofit hospital network.
 Representing St. John’s is Barry Wolfman, President/CEO, who came recently to the region with a rich and diverse record of experience, previously serving in executive positions (to name only a few) at George Washington University Hospital in Washington DC, at Providence Saint Joseph Medical Center in Burbank and prior to that stints with Kaiser Permanente and Tenet Healthcare. Health Services Sector: Adding a seat representing the health services sector has long been a board priority, particularly in consideration of the scale and diversity of allied health, nursing and other direct health services and administrative professions. In Ventura County alone,

the private sector Health Care & Social Assistance sector (the most refined labor market data readily available) employs some 43,000 workers, or approximately 16% of all private sector nonfarm industry employment in the County. The sector's jobs are spread across a broad range of wages and required skills, and throughout the county, with a high share of the jobs including benefits. If approved, the recommended action will contribute to the EDC's goal of enhanced regional representation.

Vice Chair Dee Dee Cavanaugh called a motion to approve New Membership for St. John's Regional Medical Center/ Dignity Health Bob Engler moved to approve the motion. Andy Sobel seconded the motion. All Executive Members listed in attendance in favor, motion approved.

B. Update on the Activities of the Broadband Consortium of the Pacific Coast.

Bruce Stenslie introduced the Broadband Consortium contractors who lead this effort: Bill Simmons/IPrise Communications, in collaboration with Maria Kelly in San Luis Obispo and Shelby Arthur in Santa Barbara. In today's discussion an overview was provided on the updates and activities around Broadband. The Several key points included:

- The broader scale and scope of the Consortium's current activities and funding in all three counties.
- An illustration by summaries of some of the specific impacts and activities/resources/contracts/ reports/outcomes that provide some shape and character to the Consortium's regional story.
- Insights on where the EDC thinks it's going, for both organization (EDC) and Consortium (the partnership), and o relative to federal and state resources writ large, for deployment/fiber and adoption/ digital equity.

Board members had a discussion and shared their comments. This item was for information purposes.

C. Planning Considerations for the EDC's Annual Meeting, January 19,2023

Bruce Stenslie provided an overview of the background of the EDC's annual meeting. The next annual meeting is scheduled on January 19, 2023. It will take place at the Ventura Crown Plaza. A "hold the date" will be sent to all Stakeholders and Partners in the next few weeks. Sponsorship levels and solicitations and meeting Agenda and format strategy was discussed. Tracie Schneider joined the call and discussed ideas and sponsorship and outreach strategies for generation energy, interest and attendance.

Board members had a discussion and shared their comments. This item was for information purposes.

D. Update on EDC Strategic Plan

Bruce Stenslie provided an update on the EDC's Strategic Plan. As previously discussed, the EDC worked with Eric Ryan of Mission Met for the strategic planning services. Some key areas of the Strategic Plan update included these four outcomes:

- Vision: A clear multi-year vision to guide the organization, especially as it relates to the geographic area served and the 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.

The EDC's purpose in going forward to assure the organizational sustainability as a public/private partnership, dedicated to enhancing regional economic competitiveness, and to optimize efficiency and community value, while remaining committed to:

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

Inputs to the strategic plan have included interviews with board members, staff, regional partners and stakeholders. The board met with staff and Eric Ryan in a mini retreat on the morning of November 1, 2021 to review progress then to date and to provide additional input. Later that day staff worked with Eric to refine the Goals.

At today's meeting staff provided an overview of the strategic plan progress. This includes updating our board on the organization status and the impact on the implementation of the strategy.

Board members had a discussion on the Strategic Plan update and shared their comments. This item was for information purposes.

E. Presidents Report

Bruce Stenslie provided an overview of the various local, regional, and other community meetings and partnerships a few imperative updates for board members include the new EDC web portal for board members, Ventura County Industry Council, EDC Staffing and operations, potential new grant and other funding for services in Los Angeles and Central Coast.

**New and Unfinished
Business**

N/A

**Executive
committee
comments**

N/A

Adjournment

At 4:31pm. Vice Chair Dee Dee thanked everyone for attending and announced that the meeting is adjourned to November 3, 2022.

Minutes taken by Alondra Gaytan.