



MINUTES

EDC-VC EXECUTIVE COMMITTEE MEETING

October 2, 2024

Location: 4001 Mission Oaks Blvd. Suite P, Camarillo, CA 93012

Attendance: Dee Dee Cavanaugh – City of Simi Valley
 Kristin Decas, *Board Chair* —Port of Hueneme
 Harold Edwards—Limoneira Company
 Bob Engler, *Vice Chair* —City of Thousand Oaks
 Cynthia Herrera—Ventura College Community College District
 Rosie Ornelas – Economic Roundtable Representative, City of Oxnard
 Janice Parvin—County of Ventura
 Misty Perez—City of Port Hueneme

Absent: Peter Zierhut—*Secretary*, Haas Automation

Guests: Clint Garman—County of Ventura

Legal Counsel: Nancy Kierstyn Schneider

Staff: Bruce Stenslie - EDC President/ CEO
 Alondra Gaytan - EDC Director of Strategic Relations
 Bill Bartels—Ventura County Film Commission

Call to Order: 3:35 p.m. Kristin Decas, Board Chair thanked everyone for attending.

Amendment to the Agenda: N/A

Public Comment: N/A

**Approval
of Executive
Committee
Minutes:**

Executive Committee Meeting September 4, 2024

Kristin Decas requested a motion to approve the September 4, 2024, Executive Committee Meeting Minutes. Misty Perez moved to approve and file the minutes and Supervisor Janice Parvin seconded the motion, All Executive Members listed in attendance in favor, motion approved.

Administration:

A. Update and Discussion, Request for Qualifications for Legal Services, Process for Selection.

Bruce Stenslie provided an update regarding the request for qualifications. At the September meeting, the Executive Committee approved the development and release of a solicitation for legal services. Motivating this release is staff's concern to assure that we are in compliance with state and federal guidelines for procuring professional services. Staff has completed that work and released on September 13 a Request for Qualifications (RFQ), posting the RFQ on our website homepage, <https://edcollaborative.com/> and sending it to firms as recommended by partners and stakeholders. The RFQ closes on October 18, assuring ample time for potential providers to prepare a response to the RFQ. While EDC has distributed the RFQ quite widely, EDC is still eager to receive recommendations for whom to send the RFQ, inviting proposals. The RFQ includes extensive detail on scope of work and our evaluation criteria. Board members had a discussion and shared their comments. This item was for information purposes no action needed.

B. Consideration to Delegate Authority to the President/CEO to Sign Grant and Contract Agreements and Amendments as Appropriate, with Long Beach City College, Funding from the Governor's Office of Business & Economic Development, for Continuing Small Business Development Center Services, Estimated \$140,000 for the Capital Infusion Program and \$800,000 for the Technical Assistance Program, both for the Program Year October 1, 2024 – September 30, 2025.

Bruce Stenslie provided a background overview regarding EDC's role 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). The core SBDC grant has been funded separately on a calendar year term at approximately \$480,000 annually. The core SBDC grant will be taken up separately either in November or early in December, after either receiving the notice of award and agreement or a solid estimation of the amount and projected date of award.

These two funds recommended for approval, CIP and TAP, augment our core SBDC funding, putting our total SBDC annual and recurring state and federal revenue at about \$1.4 million. This projected funding for program year 2024-25 is down slightly from the current year, owing to a small, anticipated reduction in our TAP funding, as the state is now including more grantees to be funded out of the existing pool of funds, which causes a small reduction in funding to existing programs. The Capital Infusion Program, Over the last several years the Governor's budget has provided some share of the required SBDC program cash match. That has been in the form of the Capital Infusion Program (or CIP, the subject of recommendation #1 above), which for EDC has ranged from as low as \$45,000 up to \$140,000 annually. These funds are specifically intended to improve local SBDC capacity to facilitate business access to capital. This year's estimated funding of \$140,000 is the same as recent prior years, all of which contributes to our SBDC program required cash match of an estimated \$240,000 annually. CIP funding is delivered to us through the same regional structure as for our regular SBA funding, that is, through grant agreement from the regional lead center, Long Beach City College. Today's recommended action is to assure EDC can access the funding as soon as possible as this is new funding for the period that started October 1, 2023 (though we have not yet received the grant agreement, the funding is approved at the state level). The Technical Assistance Program, was a new program starting in October 2018 (initially branded "Technical Assistance Expansion Program," or TAEP), also funded through the Governor's Office of Business and Economic Development and, like the CIP program noted above, with funding distributed through our lead SBDC center, Long Beach City College. The program's purpose continues to be to leverage and supplement existing federal programs, expanding our reach to a larger number of firms and resulting in more outcomes in capital infusion, job growth and retention, increases in business revenue, and new business starts. Unlike the Capital Infusion Program (CIP) noted above, the TAP funds are not intended as cash match, rather are to augment and expand the work of Small Business Development Centers, Women's Business Centers, Minority Business Centers and other programs funded by the federal government to serve small business. As noted above, this year GO-Biz has added other business service programs as eligible to receive TAP funding, which reduces the amount of awards to the existing programs. The funding for the year ended September 30 was \$880,000. Our estimated funding this year is \$800,000, which will most likely be a conservative projection, with the cut likely to be less severe. As noted above for CIP, today's recommended action is to help assure we can access the funding as soon as possible.

Board members shared their comments and discussed this action item. Kristin Decas requested a motion to delegate authority to the President/CEO to sign grant agreements and modifications with Long Beach City College, funding from the Governor's Office of Business and Economic Development (GOBiz) for Small Business Development Center

services, for the term October 1, 2024 – September 30, 2025. Harold Edwards moved to approve the motion. Dee Dee Cavanaugh seconded the motion. All executive members in attendance in favor, motion approved.

C. Consideration to Ratify the President/CEO’s Approval of an Agreement with the Governor’s Office of Business and Economic Development, International Affairs and Trade Unit, \$127,651.41, for the Term September 1, 2024 – June 30, 2025, for EDC’s Delivery of an Export Training Program.

Bruce Stenslie shared that in August 2024 the Governor’s Office of Business and Economic Development, International Affairs and Trade Unit, solicited proposals for a partner organization to provide an export training program that supports California small business owners, provides access to export services for underserved businesses, advances immigrant integration and supports immigrant entrepreneurs. The program objectives are to Equip new-to-export business with comprehensive knowledge of global markets and essential international trade knowledge. Provide ongoing assistance to current exporters, aiding them in sustaining and broadening their presence in foreign markets. Cultivate a fresh cohort of businesses eligible for the CA State Trade Expansion Program, preparing for participation in export promotion activities, including trade shows. EDC, builds on the capacities of our Small Business Development Center—which is already designated to serve the Los Angeles/Ventura/Santa Barbara market as the lead business advisor on international trade—developed the proposed training curriculum and submitted an application. GO-Biz has informed EDC that their proposal was selected for funding, \$127,651.41, for the term September 1, 2024 through June 30, 2025. The approved agreement scope of work is for two core tracks of training, plus an outreach and marketing campaign. Both training tracks are targeted to firms in the manufacturing, wholesale, biotech and aerospace sectors. Mastering Export Strategy Preparation is intended to expand small business export marketing capabilities. The program includes two rounds of a six-week curriculum, for a total of 60 businesses trained, resulting in each business developing export plans tailored to their individual business needs and market analysis tools and strategies for data-driven market entry. Roadmap to Exporting is intended to provide a pathway for firms to gain a comprehensive understanding of the export process. The program includes two rounds of a four-week curriculum, for a total of 40 businesses trained, resulting in the development of export strategies tailored to business and market needs, achieving practical knowledge in finance, legal issues, insurance, and logistics management. This new funding leverages our existing staff capacities and our professional business consulting corps for offering an expanded set of resources for business and economic development. While the current program funding is only through June 2025 EDC will be looking to establish this training service as a sustainable enterprise of the EDC.

Board members shared their comments and discussed this action item. Kristin Decas requested a motion to Ratify the President/CEO's Approval of an Agreement with the Governor's Office of Business and Economic Development, International Affairs and Trade Unit, \$127,651.41, for the Term September 1, 2024 to June 30, 2025, for EDC's Delivery of an Export Training Program. Supervisor Janice Parvin moved to approve the motion. Bob Engler seconded the motion. All executive members in attendance in favor, motion approved.

D. Update and Discussion, EDC Serving as the Ventura County Film Commission

Bruce Stenslie provided background of the Film Liason purpose and outcomes. Several years ago, in 2013, the Board approved a two-year pilot to launch a more active role as the Ventura County Film Commission. EDC had for several years prior already served as the VC Film Commission, but without any consistent or dedicated resources and work plan to energize the initiative. The approved action established the framework for funding—through voluntary assessments or contributions from the County, the cities and other stakeholders—as well as the contract function of “Film Liaison” with some defined responsibilities. For more on the Film Liaison function and funding, see attached, “Film Liaison Funding Levels, 2024.” In 2015 our Board re-affirmed its support for the Film Commission activity. Following that action, in 2016, the County Board of Supervisors approved a contract for a financial commitment of \$15,000 annually. With that support, and by additional contributions from each of the cities, we budget some \$55,000 in annual revenue. Film Commission and Liaison activities are to facilitate communication between industry and location representatives, specifically to help avoid conflicts and to improve the overall filming experience for all parties. In exchange for the County's \$15,000 annual contribution, the County requires an annual update, a general summary of overall film activity, including the distribution of permits issued for filming throughout the region. The annual presentation will take place at the County Board of Supervisors on October 8.

Board members shared their comments and discussed this item. No action needed, this item was for informational puposes.

E. President's Report

Bruce Stenslie provided an overview of the various local, regional, and other community meetings and partnerships. A few updates for board members included upcoming events, and grant opportunities. With interest in the partnership and leveraging of resources.

**New and Unfinished
Business:** NA

**Executive
committee
comments:** Members shared comments about various upcoming activities

Adjournment: Meeting adjourned at 4:46, to November 6, 2024.