



Board of Directors:

- AeroVironment, Inc.
- Arthur J. Gallagher & Co.
- AT&T
- California Resources Corporation
- California State University
Channel Islands
- Central Coast Labor Council
- City National Bank
- E. J. Harrison Industries
- Haas Automation, Inc.
- KPMG
- Limoneira Company
- Meissner Filtration Products
- Montecito Bank & Trust
- Naval Surface Warfare Center –
Port Hueneme Division
- Pacific Coast Business Times
- The Port of Hueneme
- The Trade Desk
- Tri-County Chamber Alliance
- VCEDA
- Ventura County Coast
- Ventura County Community
College District
- Ventura County Transportation
Commission
- City of Camarillo
- City of Fillmore
- City of Moorpark
- City of Ojai
- City of Oxnard
- City of Port Hueneme
- City of Santa Paula
- City of Simi Valley
- City of Thousand Oaks
- City of Ventura
- County of Ventura

**Executive Committee Meeting
December 4, 2024, 3:30 p.m.**

**2nd Floor, Suite P
4001 Mission Oaks Boulevard
Camarillo, CA 93012**

Agenda

*Call to Order
Roll Call*

- I. Amendment to the Agenda** – This is the time and place to change the order of the agenda or delete any agenda item(s)
- II. Public Comment**
- III. Executive Committee Meeting Minutes, October 2, 2024** (Action)
Attachment III
- IV. Administration**
 - A. Update on Request for Qualifications for Legal Services, (Information)
"Failed Procurement," No Bids Received, Discussion on Strategy for Candidate Outreach
Attachment IV-A
 - B. Annual Meeting Planning Considerations (Information)
Attachment IV-B
 - C. President's Report (Information)
Attachment IV-C
- V. New or Unfinished Business**
- VI. Committee Member Comments**
- VII. Adjournment to January 8, 2025**
In compliance with the Ralph M. Brown Act and the Americans with Disabilities Act, if you need a disability-related modification, accommodation, or other special assistance to participate in this meeting, please contact Kelly Noble at (805) 409-9156. Notification 48 hours before the meeting will enable reasonable arrangements to be made.

Attachment III
October Minutes



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.

Attachment IV-A
Update RFQ Legal

Memo

To: Executive Committee
From: Bruce Stenslie
Date: December 4, 2024
Re: Transition in Corporate Legal Counsel, “Failed Procurement,” No Bids Received, Discussion on Strategy for Candidate Outreach

Background: As agreed to in prior meetings, we have determined that it was both prudent and required to release a competitive procurement for legal services. A review of corporate records back to the year 2000 indicates EDC has not at least since that time formally bid the legal services function. With recent organizational growth, particularly our management of the Uplift Central Coast initiative on behalf of the state—which entails our management and distribution of \$19 million in grant funding over roughly a four-year period—both the scale and diversity of responsibilities requires procurement.

With that background, staff released a Request for Qualifications (RFQ) in September, with a due date of October 18. A copy of the RFQ is attached. We posted the RFQ on our website and sent it directly to and invited submittals from several local firms.

The solicitation resulted in no formal proposals or bids submitted. As such, under federal uniform administrative guidance, this results in a “failed procurement,” which affords us a couple of options.

- One, we could choose to re-open and extend the process, consider making any adjustments to the RFQ and do more ground work to invite proposals.
- Two, equally valid, and assuming we deem that the procurement was not unduly exclusive, we could choose to simply reach out to preferred firms, invite their consideration, interview any interested parties, select a finalist and negotiate an agreement.

The staff recommendation for moving forward is to choose the second option. A review of the RFQ wholly supports the conclusion that the solicitation was not exclusive, rather wholly in line with the needs and reasonable interests for our counsel.

Though we can’t be certain, we believe the lack of responses may be due to some uncertainty on the total amount of work to be anticipated, which we acknowledge is difficult to project. It may also be owing to some reluctance by potential providers to participate in a bidding process. Whether those assumptions capture the issues, we believe that for the particular nature of the work outlined in the RFQ, the best path for identifying senior level corporate guidance, along with the capacity to support the technical aspects of our work (e.g., contracting with state and federal agencies), would be for more direct outreach and engagement, which is afforded by the second option.

Executive Committee Guidance: Finally, while either of the two options cited above would be wholly valid and appropriate, it appears the best means to secure counsel at this point is to choose the option that affords us more opportunity to reach out to preferred firms and discuss what might be an optimal partnership for both parties.

Should you have any questions, please contact me at 805-794-0455 (mobile), bruce@edcollaborative.com.

C: Previously Released and Closed Request for Qualifications, Competitive Solicitation for Corporate Legal Services

ECONOMIC DEVELOPMENT COLLABORATIVE – VENTURA COUNTY (EDC)
REQUEST FOR QUALIFICATIONS
CORPORATE COUNSEL, LEGAL SERVICES

I. PURPOSE AND EDC BACKGROUND

- A. Purpose:** EDC is inviting legal services firms to submit summaries of qualifications and statements of interest for the provision of corporate legal services, in support of EDC’s Officers, Board of Directors and staff. This is a competitive procurement, intended to secure engagement for up to a five-year term, with options for extension.

General Submittal Information: Interested firms should submit summaries of qualifications and proposed billing rates for receipt by EDC no later than **10:00 a.m. on Friday, October 18, 2024**. Late responses will not be considered.

See detailed submittal instructions below in Section IV.

B. Background Information, EDC

Established in 1996, EDC-VC is a California not for profit, 501c3 entity, organized as a public/private partnership, dedicated to growing the region’s economy.

With a current annual budget of some \$12 million, EDC currently employs 17 FTEs and maintains a base of more than 50 contract consultants and business advisors. We are service-driven and outcome-oriented, funded primarily by performance-based grants and contracts from federal, state, and local public agencies, providing business advising, alternative lending, and professional training and economic development services.

The EDC's mission is to create empowered business owners, connected community partners and informed civic leaders in the greater Ventura and Santa Barbara County region.

Our vision is for a strong and healthy Ventura and Santa Barbara regional economy with a high quality of life and broadly shared opportunities.

EDC is organized around three service issues:

- ✓ Retaining and growing our existing business base
- ✓ Business attraction, based on a strengths and assets approach, and executed primarily through partnership with local public entities
- ✓ Entrepreneurship and innovation, networking the region’s resources

EDC is *not* a business lobby, though we coordinate with Chambers of Commerce and business associations to educate and inform elected officials and other public representatives on the issues important to business and the economy.

For more on EDC, go to <https://edcollaborative.com/>, for more on staffing, advisors and the board, go to the “About” tab; for a profile of recent service activities, see our [2023 Impact Report](#).

II. NATURE OF SERVICES REQUIRED/SCOPE OF WORK:

A. General engagement, collaboration, commitments:

1. Commitment to providing legal services via a professional partnership, intended to contribute to a constructive and interactive relationship with board and staff, relative both to EDC’s governance and provision of regional economic development services.

2. Regular availability, professional experience and proclivity for collaborative consultation with staff and board leadership for organizational planning, problem solving, and strategic direction.
3. Provision of services through an identified, experienced lead counsel for the primary relationship, with access to a bench of technical expertise as may be needed for various elements of EDC governance and delivery of economic development services.
4. Physical presence, availability of firm's lead for attendance at EDC Executive Committee and full Board of Directors meetings (meetings at 4001 Mission Oaks Blvd, Camarillo; Executive Committee meets 1st Wednesday, full Board 3rd Thursday, both each month except July, full board does not meet in December, all meetings 3:30-5:00; with occasional changes in location).

B. Knowledge and experience:

1. Working with and supporting a California 501c3 nonprofit organization and its governing board and officers (articles of incorporation, bylaws, meeting protocols, corporate compliance, other governance).
2. Leadership experience, interest and capacity for working in and with a public/private governance environment (EDC board includes city council members from each of Ventura County's ten cities, two county supervisors, representation from the Port and CSUCI, and some 20 private sector leaders).
3. Technical knowledge relating to the receipt and administration of public agency grant funding and contracts, for example, federal Uniform Administrative Requirements, federal Department of Defense partnership and cooperative research agreements (we administer some 15 to 20 grants and contracts from federal, state, county, and local governments, currently totaling over \$10 million annually).
4. Support for EDC serving in the role of fiscal agent for regional partners, as designated and funded by various public agencies.
5. Support for our grant-making activities, EDC's distribution of funds by contracts and subrecipient agreements through competitive procurement, as guided by and compliant with state and federal regulations; ongoing technical support for EDC staff in our role for funding various nonprofit organizations, education institutions, public entities, labor organizations.
6. Support for EDC's role as an alternative lender to businesses, using public and private bank and other capital sources; development and review of the various documents, notes and other instruments used to administer and secure loan transactions.
7. General human resource management (though note, EDC maintains a separate relationship with Atkinson, Andelson, Loya, Ruud & Romo, as specific issues arise, for professional legal HR/personnel guidance and assistance).

III. SELECTION PROCESS, EVALUATION CRITERIA

A. Selection Process

1. EDC President/CEO will screen and review submittals for satisfying basic qualifications and provide support for the EDC Executive Committee in its role as the lead for interviewing and recommending to the full board selection for counsel.
2. The EDC Executive Committee will review submittals and schedule interviews with finalists as determined per their discretion.

3. The Executive Committee will select a firm for engagement, making a recommendation to the full Board of Directors for its endorsement and final approval.
 4. With Board approval, the Executive Committee will negotiate an engagement for services, intended for award by the end of November 2024.
- C. **Evaluation Criteria** will include the following (see submittal formatting and additional detail in Section IV below)
1. Identification of, experience and commitment by proposed **lead counsel** for engaging with the EDC Board and staff.
 2. Responsiveness to the scope of work, with clear responses to each of the stated elements.
 3. Experience of the firm, specifically depth of expertise relative to each element of the scope of work (i.e., in addition to lead counsel, demonstration of firm expertise and capacity for each element of the scope of work).
 4. Fee structure and hourly rates (while a significant factor, cost is not the dominant consideration, though may be when other evaluation criteria are met with relative equivalence).
 5. Commitment to some stated share of services in a pro bono arrangement (e.g., defining some percent of total hourly billing or some defined set of consultation provided pro bono, for regular meeting attendance or other), or demonstration of reduced rates.
 6. Commitment to regular attendance/representation at EDC Board and Executive Committee meetings (meetings at 4001 Mission Oaks Blvd, Camarillo; Executive Committee meets 1st Wednesday, full Board 3rd Thursday, both each month except July, full board does not meet in December, all meetings 3:30-5:00; with occasional changes in location).
 7. Interest and commitment to the EDC Mission for regional economic development, capacity to satisfy the scope of work and firm compatibility as demonstrated through the interview process.

IV. **SUBMITTAL OF QUALIFICATIONS**

To obtain the maximum degree of comparability for a uniform review process, proposals must be organized as follows, all in a single pdf document:

- A. **Title Page, Firm Profile, Name and Location of the Primary Lead Counsel Representing the Firm for this Engagement**
1. Include the name of your firm, local address, and telephone number; state the name of the contact person for the proposal, and date.
 2. State whether the firm is local, national, or international.
 3. Provide the location of the primary office from which services to EDC are to be provided.
 4. Provide the name of the lead counsel proposed for this engagement.
- B. **Summary of Firm's Qualifications**
1. **Scope of Work:** In a narrative summary **not to exceed four pages** provide a succinct response to each of the Scope of Work elements identified in Sections II.A & B above.

Please provide the responses in the same order as outlined in Sections II.A & B.

2. **Relevant Experience, References:** On one page separate from the narrative requested above, briefly list and describe three other engagements that have some similarity or other relevance for demonstrating capacity for providing the services identified in the Scope of Work above (Section II.A & B).

Include for each of these a reference, contact information to include name, title, phone number, organizational affiliation.

C. Fee Structure:

1. Include proposed fee structure/hourly rates.
2. Identify any pro bono contribution, if any (e.g., defining some percent of total hourly billing or some defined set of consultation provided pro bono, for regular meeting attendance or other), and/or provide a demonstration of reduced rates from regular billing.

D. Submittal Instructions:

1. The submittal must be received by **10:00 a.m. on Friday, October 18, 2024**. Late proposals will not be accepted.
2. Submittals are to be presented in a single pdf document, with **"Legal Counsel Quote" in the email subject line.**
3. **Submittals will only be accepted via email to Monica Estrella, Grants & Contracts Manager, monica@edcollaborative.com.**
4. All submittals received will be provided a receipt for their submission by email confirmation. If you do not receive an emailed confirmation, or you wish to call and verify receipt, you may contact Monica Estrella at: (805) 702-8353.
5. All other questions or correspondence concerning this request for qualifications should be directed to: Bruce Stenslie, President/CEO, (805) 794-0455, bruce@edcollaborative.com.

V. SUMMARY, NEGOTIATION, ENGAGEMENT LETTER

EDC reserves the right to reject any and all proposals submitted and to request additional information from those making proposals.

The award will be made to the firm, which, in the opinion of EDC, is best qualified.

After selection of contractor, EDC reserves the right to enter into negotiations with the contractor for this scope of work as presented, and/or for additional work and/or to further define work requirements for the engagement period.

While the engagement is intended for a five-year period, with EDC's discretion for extension, EDC may elect to negotiate an engagement for fewer than five years.

No services may be authorized or invoiced without a jointly agreed to and approved engagement letter. EDC reserves the right to terminate any approved engagement at its sole discretion.

Attachment IV-B
Annual Meeting Planning

Memo

To: Executive Committee
From: Bruce Stenslie
Date: December 4, 2024
Re: Planning Considerations for Annual Meeting, January 16, 2025

Background: Our EDC Bylaws provide extensive guidance on the Annual Meeting and its required or directed agenda items.

- Annual Meeting, Date: Section 2.4c, states that the Board shall hold its Annual Meeting in January. This year's meeting is on **January 16, 2025** (*more on the time and location below*).
- Executive Committee Serves as Nominating Committee for Officers: Section 2.8 directs that the Executive Committee shall serve as a Nominating Committee, for putting forth a slate of Officers at the Annual Meeting.
- Officers and Term Specified: Section 3.1 defines the Officers as Chair, Vice-Chair, Secretary, Treasurer and President, who are to be elected by the full Board for one-year terms at the Annual Meeting.
- Alternating Public & Private Sector Chair: Section 3.1a specifies that **"the Chair and Vice-Chair will alternate between its [the board's] public and private sector representatives."**
- Executive Committee Appointments at Chair's Discretion: Section 3.3 states that:
"An Executive Committee comprised of nine Board members, including the Chair, Vice Chair, and Secretary/Treasurer, **with the balance selected by the Chair, subject to Board approval**, shall be established each year at the first Board meeting of the calendar year. The Chair shall select one member of the Executive Committee from among the city or county economic development practitioners who participate in the Economic Developers Roundtable. This member of the Executive Committee shall also be designated as a liaison to the EDC-VC Board of Directors, consistent with Section 2.7 of these bylaws."

Meeting Place, Time, Process: Please see attached for the recently released "Save the Date."

- Location: We have reserved the ballroom and side meeting room at [Zachari Dunes on Mandalay Beach](#), same location as last year.
- Meeting Time, Process:
 - ✓ ***We will convene a short Board meeting from 3:00 to about 3:30 for taking formal action for the election of Officers, appointment of Executive Committee and other administrative items.***
 - ✓ The Board recesses at 3:30 to join the networking with staff and guests.
 - ✓ Guests are invited to arrive starting at 3:00 for networking. We anticipate approximately 200 in attendance, a broad mix of public and mostly private sector partners and stakeholders.
 - ✓ We will re-convene at 4:00 for the program, running until approximately 5:10.
 - ✓ More networking and a buffet dinner follow, open until 8:00 PM.

Panel and Theme: Our 2025 theme is "Upskilling Blueprint: Building Talent for Inclusive Regional Growth." For more background and a description of the program . . .

The World Economic Forum predicts that six in ten workers will require training before 2027, but only half can access adequate training today. If we want a workforce prepared for tomorrow's jobs, we must invest in upskilling to build their skills today. Upskilling increases earning potential, bridges skill gaps, boosts local businesses and meets ever-evolving industry demands.

Focusing on real-world strategies and current initiatives, our dynamic panel will explore the transformative power of upskilling, emerging trends and solutions that fuel inclusive regional growth.

We look forward to discussing the significance of upskilling and continuing education, addressing roadblocks and highlighting opportunities specific to the greater Ventura and Santa Barbara County region.

As noted above, rather than a single keynote speaker we will feature a panel of speakers, with the topic introduced by Assemblymember Jacqui Irwin (who secured us \$5 million in funding contributing to this purpose a couple of years ago), with Jaime Fall from our staff moderating. More detail on panelists when we meet.

Considerations for Discussion Today: While no action is required for this item today, there are several items for consideration:

- **Sponsorships:** Please see the attached "Save the Date" flyer for the sponsorship levels, unchanged from the prior year.

It may be helpful to note that aside from membership dues, this is the our only funding ask each year. The event is not high cost to produce, but our goal is to net at least \$30,000 annually, which is flexible funding we can use to plug gaps that restricted grant funds cannot.

- **Officers and Executive Committee:** For today it is recommended that we finalize the Committee's nomination of officers, though to allow for discussion the final action by the Committee may be put forward to the Committee's January 4 agenda.

Inputs and discussion for the Executive Committee to consider for its nomination of Officers for 2025 and for the Chair Elect to consider in appointing the Executive Committee. Please note the **current 2024 Officers** are as follows (see attachment for the full Board roster):

- ✓ Kristin Decas, Port of Hueneme, Chair
- ✓ **Bob Engler, City of Thousand Oaks, Vice-Chair/Chair Elect**
- ✓ Peter Zierhut, Haas Automation, Secretary/Treasurer
- ✓ Bruce Stenslie, President (non-voting)

The balance of the current four-public, four-private, one practitioner nine-member Executive Committee includes:

- ✓ Harold Edwards, Limoneira Company
- ✓ Cynthia Herrera, Ventura County Community College District
- ✓ Dee Dee Cavanaugh, City of Simi Valley
- ✓ Janice Parvin, County of Ventura
- ✓ Misty Perez, City of Port Hueneme
- ✓ Rosie Ornelas, City of Oxnard, Economic Developers Roundtable Representative

Should you have any questions or comments, please contact me at 805-794-0455 or bruce@edcollaborative.com.

Att: EDC 28th Annual Meeting Save the Date, January 16, 2025
Current EDC-VC Board Roster



ECONOMIC
DEVELOPMENT
COLLABORATIVE



SAVE THE DATE! EDC 28TH ANNUAL MEETING

Upskilling Blueprint: *Building Talent for Inclusive Regional Growth*

Thursday, January 16, 2025
3:00-8:00 p.m.
Zachari Dunes
2101 Mandalay Beach Rd., Oxnard

Sponsorship Opportunities:

Sponsors will be acknowledged in event media media.

VISION SPONSORS - \$15,000

- Full-page priority location color ad in program
- Two tables of 8

PROGRESS SPONSORS - \$7,000

- Full-page color ad in program
- One table of 8

INNOVATION SPONSORS - \$4,000

- Half-page color ad in program
- 4 paid registrations

RESILIENCE SPONSORS - \$1,000

- Acknowledgment in program
- 2 paid registrations

For sponsorship opportunities please email
Tracie Schneider at tracie@edcollaborative.com

**EDC Board Membership
October 2024**

	Name	Business	Region	Industry/Sector	NAICS
1	Stephanie Caldwell	Chambers of Commerce Alliance	Regional	Business Association	81391
2	Kristin Decas, Chair	Port of Hueneme	Oxnard Harbor Dist.	Port & Harbor Operations	48831
3	Nan Drake	E. J. Harrison Industries	Regional	Waste Mgmt & Remediation	562
4	Henry Dubroff	Pacific Coast Business Times	Regional	Newspaper Publishing	511110
5	Harold Edwards	Limoneira Company	Santa Paula	Agriculture	1113
6	Jim Eubanks	KPMG	Regional	Certified Public Accountants	541211
7	Amy Fonzo	California Resources Corporation	Regional	Mining, Oil & Gas Extraction	211
8	Jeremy Goldberg	Central Coast Labor Council	Tri-County	Labor Federation	813930
9	Cynthia Herrera	Ventura County Community College Dist.	Regional	Education, Community Colleges	611210
10	Sarah McLelland	Montecito Bank & Trust	Santa Barbara Regional	Banking	5221
11	Chris Meissner	Meissner Filtration Products	Camarillo	Manufacturing	33
12	Ursula Moran	AT&T	Regional	Telecommunications	517311
13	Tracy Perez	VCEDA	Regional	Business Association	81391
14	Jim Scanlon	Arthur J Gallagher & Co. Insurance	Regional	Insurance Agencies & Brokers	524210
15	Alex Schneider	The Trade Desk	Ventura	Tech Platform for Digital Ads	518
16	Trace Stevenson	AeroVironment	Simi Valley	Manufacturing	33
17	Sim Tang-Paradis	City National Bank	Regional	Banking	5221
18	Celina Zacharias	Cal State University-Channel Islands	Regional	Education, Colleges & Universities	6113
19	Peter Zierhut, Sec'y/Treasurer	Haas Automation	Oxnard	Machine Tool Manufacturing	33
20	Jeff Gorell	Ventura County Supervisor, District 2	Countywide	County Government	92
21	Janice Parvin	Ventura County Supervisor, District 4	Countywide	County Government	92
22	Martita Martinez-Bravo	City Council Member	City of Camarillo	City Government	92
23	Albert Mendez	City Council Member	City of Fillmore	City Government	92
24	Daniel Groff	City Council Member	City of Moorpark	City Government	92
25	Rachel Lang	City Council Member	City of Ojai	City Government	92
26	Bryan MacDonald	Mayor Pro-Tem	City of Oxnard	City Government	92
27	Misty Perez	Mayor	City of Port Hueneme	City Government	92
28	Pedro Chavez	Vice-Mayor	City of Santa Paula	City Government	92
29	Dee Dee Cavanaugh	City Council Member	City of Simi Valley	City Government	92
30	Bob Engler, Vice-Chair	City Council Member	City of Thousand Oaks	City Government	92
31	Joe Schroeder	Mayor	City of Ventura	City Government	92
	Non-Voting Members				
	Brian Tucker, <i>Liaison</i>	Ventura County Coast	West Ventura County	Accommodation Business Assoc.	721
	Rosie Ornelas, <i>Liaison</i>	Economic Developers Roundtable	City of Oxnard	Economic Development Services	926
	Martin Erickson, <i>Liaison</i>	VC Transportation Commission	Regional	Regional Planning Administration	925120
	Alan Jaeger, <i>Liaison</i>	Naval Surface Warfare Center – PH Division	Regional	Federal Gov't, National Security	928
	Bruce Stenslie	EDC President/CEO	Regional	Economic Development Services	541618

*Full Board: EDC-VC bylaws identify full membership to include a maximum of 44 members.

Memo

To: Executive Committee
From: Bruce Stenslie
Date: December 4, 2024
Re: President's Report

Update on CA Jobs First, Catalyst Project: As previously shared, EDC serves as partner and fiscal agent for Uplift Central Coast, currently managing a \$14 million grant for funding and supporting “pre-development” projects for advancing economic prosperity throughout the six-county region, Ventura through Santa Cruz counties. Staff will provide a status update on the project.

Local, Regional and Other Community Meetings/Partnerships: Following is a list of recent past, current, and upcoming meetings and activities:

- October 28, VC Community College District, Chancellor's Strategic Advisory Group.
- October 30, EDC Staff, IT Security Training, Camarillo.
- October 31, VC Film Commission and Stakeholders, “Permit Palooza,” Camarillo.
- November 12, VC Work Based Learning Consortium, Teleconference.
- November 12, VC Economic Vitality Strategic Plan, Mountain Fire Recovery Resources, Camarillo.
- November 13, CA Academy for Economic Development, Regents Meeting, Teleconference.
- November 13, VC Arts, Culture & Creative Economy Strategic Plan Steering Cmte, Teleconference.
- November 14, Uplift Central Coast Vision Committee Meeting, Teleconference.
- November 15, EDC Small Business Development Center, Advisors Meeting, Teleconference.
- November 19, CA Small Manufacturers Health & Welfare Trustees Meeting, Teleconference.
- November 21, VC Workforce Development Board Meeting, Oxnard.
- November 21, Ventura County Industry Council Board of Directors Meeting, Teleconference.
- November 22, Presentation and Discussion, Santa Paula Housing Authority Retreat.
- November 27, Regions Community of Practice, Teleconference.
- December 2, SCAG Global Land Use & Economic Council Meeting, Teleconference.
- December 3, Uplift Central Coast, Weekly Executive Meeting, Teleconference.
- December 4, Pacific Coast Broadband Consortium Weekly Team Meeting, Teleconference.
- December 4, Uplift Central Coast Monthly State Partners Check-in, Teleconference.
- December 5, FATHOMWERX Board Meeting, Port of Hueneme.
- December 10, Offshore Wind Strategy & Resource Sharing, Port of Hueneme.
- December 11, Economic Developers Roundtable, Camarillo.
- December 11, CA Jobs First Community of Practice Meeting, Teleconference.
- December 11, CETF Digital Equity Coalition, Monthly Statewide Check-in, Teleconference.
- December 13, Digital Upskilling, Partners Meeting, Teleconference.
- December 17, CA Stewardship Network Membership Meeting, Teleconference.
- December 18, Shared Services Alliance (ECE) Partners Meeting, Monthly Teleconference.
- December 19, Santa Barbara County Monthly Business Development Committee, Teleconference.
- December 19, VC First 5 Commission Meeting, Camarillo.
- January 14-15, CA Stewardship Network, Bi-annual Exchange, Manhattan Beach.
- January 16, 2025, EDC Annual Meeting, Zachari Dunes, Oxnard.

Should you have any questions, please contact me at 805-794-0455 (mobile), bruce@edcollaborative.com, or Alondra Gaytán, 805-409-9159 or alondra@edcollaborative.com.

Attachment IV-C
President's Report