



**MINUTES**  
**EDC-VC BOARD OF DIRECTORS MEETING**  
**October 17, 2024**

**Location:** 4001 Mission Oaks Blvd, Suite A-1, Camarillo, Ca 93012

**Attendance:**

Nan Drake – E.J. Harrison Industries

Stephanie Caldwell – Ventura Chamber of Commerce

Bryan MacDonald – City of Oxnard

Cynthia Herrera – Ventura County Community College District

Amy Fonzo – Aera Energy

Jeremy Goldberg – Central Coast Labor Council

Mike Harris – Pacific Coast Business Times

Janice Parvin – County of Ventura, Board Supervisor

Jeannette Sanchez, County of Ventura

Jim Eubanks – KPMG

John Bandek- City of Moorpark

Kristin Decas – The Port of Hueneme / Oxnard Harbor District, Board Vice – Chair

Rachel Lang – City of Ojai

Rosie Ornelas – City of Oxnard

Ozzi Rios – Montecito Bank & Trust

Sim Tang-Paradis – City National Bank

Alan Jaeger – Naval Surface Warfare Center Port Hueneme

Tracy Perez – VCEDA

Chris Meissner – Meissner Filtration Products, Inc.

Brian Tucker – Ventura County Coast

Amanda Fagan – Ventura County Transportation Commission

Joe Schroeder – City of Ventura

**Absent:**

Alex Schneider – The Trade Desk  
Dr. Martita Martinez- Bravo – City of Camarillo  
Peter Zierhut – Haas Automation, Inc., Secretary/Treasurer  
Jeff Gorell – County of Ventura, Board of Supervisors  
Daniel Groff – City of Moorpark  
Bob Engler – City of Thousand Oaks, Vice-Chair  
Albert Mendez – City of Fillmore  
Ursula Moran – AT&T  
Pedro Chavez – City of Santa Paula  
Dee Dee Cavanaugh – City of Simi Valley  
Harold S. Edwards – Limoneira Company  
Misty Perez – City of Port Hueneme

**Staff:**

Alondra Gaytan – Director of Strategic Relations  
Bruce Stenslie—President / CEO EDC  
Shalene Hayman- Controller

**Guests:**

Gloria Martinez, County of Ventura  
Rebecca Evans, County of Ventura Workforce Development Board  
Bill Bartels, Film Liaison

**Call to Order:**

Board Chair Kristin Decas welcomed everyone and called the meeting to order at 3:42pm. Kristin asked all to share introductions.

**Amendment to the Agenda:**

None

**Public Comment:**

None

**Approval of Meeting Minutes:**

Board Chair Kristin Decas opened discussion and invited comments from members of the board regarding the September 19, 2024, board minutes. Kristin Decas called a motion to approve the minutes. Supervisor Janice Parvin moved the motion and Amy Fonzo seconded. All Board members listed in attendance in favor, motion carried.

**Financial Report:**

**Approval of the September Financials 2024 Financials**

Shalene Hayman EDC Controller provided an overview of the EDC’s financial standing for September 2024. Board Chair Kristin Decas called a motion to approve the financials for July 2024, Joe Schroeder moved the motion and Sim Tang Paradis seconded. All Board members listed in attendance in favor, motion carried.

**Administration:**

- A. 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 \$700,000 for the Technical Assistance Program, both for the Program Year October 1, 2024 – September 30, 2025. Recommendation to Approve.**

Bruce Stenslie provided a background overview of the EDC's relationship with the Lead Los Angeles Regional Small Business Development Center located at Long Beach City College. 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). 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 we either receive the notice of award and agreement or a solid estimation of the amount and projected date of award. These two funds recommended for approval today, CIP and TAP, augment the core SBDC funding, putting total SBDC annual and *recurring* state and federal revenue at about \$1.4 million. This projected funding for program year 2024-25 is down from the current year, owing to an 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 reduction in funding to existing programs. The Capital Infusion Program (CIP) 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 access to the funding as soon as possible as this is new funding for the period that started October 1. The Technical Assistance Program (TAP), This was a new program starting in October 2018, also funded through the Governor's Office of Business and Economic Development and, like the CIP program noted above, with funding distributed through the lead SBDC center, Long Beach City College. The program's purpose continues to be to leverage and supplement existing federal programs, expanding 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.

Board Chair Kristin Decas called a motion 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 \$700,000 for the Technical Assistance Program, both for the Program Year October 1, 2024 – September 30, 2025. Stephanie Cauldwell moved the motion and Nan Drake seconded. All Board members listed in attendance in favor, motion carried.

**B. 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. Presentation on Uplift Central Coast, Regional Plan Part II, Strategies to Fulfill a Vision for a Sustainable and Equitable Economy, and Discussion of Uplift Phase II: Catalyst Predevelopment Phase Funding Priorities.**

Bruce Stenslie provided an overview of the EDC's efforts in developing opportunities for international businesses. EDC, building 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 curricula and submitted an application. GOBiz has informed us that our 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. There is an emphasis in Mastering Export Strategy Preparation 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. Furthermore, developing a Roadmap to Exporting 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.

Board Chair Kristin Decas called 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 – June 30, 2025, for EDC's Delivery of an Export Training Program. Joe Schroeder moved the motion and Supervisor Janice Parvin seconded. All Board members listed in attendance in favor, motion carried.

**C. Update on Entrepreneurship for the Arts Training, in Collaboration with the County of Ventura and VC Community Foundation.**

Bruce Stenslie shared an update on the Entrepreneurship for the Arts Training. Earlier this year, the County of Ventura established an \$800,000 fund for investing in arts and culture organizations and awards to individual artists, as part of a larger strategy for catalyzing recovery and growth in the region's creative economy. Motivating this investment was the observation that arts organizations and artists were severely and disproportionately impacted by COVID, with some of the deepest rates of job loss and unemployment among all of the region's industry sectors and occupations. Named the [Arts & Culture Investment Fund grant program](#), the County administered the distribution of the grants in collaboration with the Ventura County Arts Council and the Ventura County Community Foundation. EDC is receiving no fee for this service, rather offering a concentrated program through our existing SBDC resources, drawing on our advisory corps for the development of a customized curriculum. Workshops are currently on-going. The combination of grant funding and technical assistance

training is intended to support the resilience and sustainability of the recipients, strengthening the region's cultural and creative sectors. This Item was for informational purposes no action needed.

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

Bruce Stenslie provided an update on the current Ventura County Film Commission status. The EDC presented at the Ventura County Board of Supervisors on October 8<sup>th</sup>, 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. Bruce Stenslie addressed the film and liaison activities, and emphasized that film activity was down in 2023, a result of labor unrest as well as owing to the extraordinary disruption and challenge caused by rapid changes in technology and continuing changes in markets and means of product distribution. This item was for informational purposes, no action needed for this item.

**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.

**Board member discussion/ liaison reports:** N/A

**New and unfinished business:** N/A

**Board member comments:**

**Meeting Adjourned at: 5:05 pm** Board chair Kristin Decas thanked everyone for coming and adjourned to November 21, 2024.