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| Location: | 4001 Mission Oaks Blvd. Suite P, (Red Room) Camarillo, Ca 93012 |
| Attendance: | Dr. Cynthia Herrera, <i>Vice Chair</i> — Community Colleges of Ventura County Bob Engler, <i>Chair</i> — City of Thousand Oaks Dee Dee Cavanaugh—City of Simi Valley Harold Edwards—Limoneira Company Janice Parvin—County of Ventura John Bandek —Economic Roundtable Representative, City of Moorpark Peter Zierhut – Haas Automation Kristin Decas, —Port of Hueneme/Oxnard Harbor |
| Absent: | Misty Perez — City of Port Hueneme |
| Guests: | N/A |
| Staff: | Alondra Gaytan- Director of Strategic Relations Dr. Ray Bowman—Director of the Small Business Development Center |
| Call to Order: | 3:38pm p.m. Board Chair Bob Engler welcomed everyone and expressed thanks for attending. |
| Amendment to the Agenda: | N/A |
| Public Comment: | N/A |
| Approval of Executive Committee Minutes: | Bob Engler called a motion to approve the March 5, 2025, meeting minutes. Supervisor Janice Parvin moved to approve the motion and Dee Dee Cavanaugh seconded the motion. All members in attendance in favor, motion passed. |

Administration

A. Update on EDC Staff Changes

Alondra Gaytan provided an overview of the EDC’s Staff changes. She shared an update on the EDC’s Loan Department and Marvin Boateng’s departure. The EDC will

be hiring a new Director of Lending who will focus on the growth and development of the Loan program and separate the underwriting task from this role to a contract role. The SBDC also had some staff changes, two team members have been laid off from the SBDC team due to the change in business model that the program is experiencing, their roles were fully remote outside of Ventura County and the SBDC's needs require staff locally to support with in-person functions. Though, the team is sad to see them go the SBDC is hiring a new staff person to fill the role as a Jr. Business Adviser supporting with client intakes and case management. Furthermore, the EDC's Communications department is also experiencing changes in staff, the Communications Manager has also decided to move on, and the EDC is taking a step back to re-evaluate the way communications and marketing is being executed. The EDC is working with a consulting firm who is supporting with an assessment and evaluation of the EDC's website, marketing, and communications to position themselves to market themselves to diverse funding opportunities, rather than strictly grant funding. Upon completing the evaluation, a determination will be made to either hire a communications manager, contractor, or a combination of both moving forward. The last, staff shift in communications is Stephanie Gonzalez, EDC's Bilingual Marketing Assistant is transitioning into the accounting department to support onboarding the new financial technology that will be implemented in the fall and lead the efforts of efficiency in the department. Stephanie is the perfect candidate for the role as she has worked in various departments in the last six years and understands the internal roles of staff, business advisers, and external vendors. Her institutional knowledge is critical for the establishment of the accounting technology that is going to be critical in this change. This item was for informational purposes, no action needed.

B. Discussion on Implementing a Communications and Marketing Strategy Assessment, Including Stakeholder Engagement.

Alondra Gaytan started the discussion by stating that Tracie Schneider has expertly held the Communications Manager position for nearly five years, taking it on only some two years EDC rebranded the communications strategy upon the experience in responding to the Thomas Fire disaster (December 2017 and the several months following). To support in the review of systems, structures and strategies EDC has selected Adelante Partners to provide consulting and advising services. Adelante was selected through a small purchase procurement, owing to their experience and background in working with non-profit service providers, their subject matter expertise, and the depth and breadth of their team. Demonstrating that subject matter expertise, Adelante's founder and CEO, James Alva, has, among other leadership roles, served as a lead for Small Business Development Centers, as lead in a technology incubator, as Senior VP and Regional Market Lead for Citigroup philanthropy, and has helped start a regional community bank. That experience uniquely aligns with EDC's service and strategy concentrations. The initial scope is for assessment only estimated at \$12,500. Please note that the initial scope includes stakeholder assessments. The Adelante team will be reaching out to a selection of board members and other regional partners for this phase of the work. The assessment will be summarized in an Executive Summary of Key Findings plus strategic recommendations for future implementation. Any such implementation will come back to the Executive Committee and Board for input and approval. This item was for informational purposes no action needed at this time.

C. Consideration to Ratify the Presidents/CEO's Approval of an Agreement with Platinum HR Consulting Group, for Ongoing HR Management and Staff Support Services, Estimated Not to Exceed \$25,000 Annually.

Alondra Gaytan provided an overview of the last several years of EDC 'growth from some five full-time staff to 16. During this growth almost exclusively focus has been on adding service delivery staff and expertise, *under- attending* to building up the organization's administrative capacity. Toward addressing that need to shore up administration, EDC has budgeted to add a CFO/COO position (currently in recruitment), added a fiscal staff support position, purchased new financial management software (to be implemented later this spring/summer), updated our Employee Handbook, and on-boarded new supports for staff in retirement and financial management services. Those actions noted, have not yet added additional capacity for HR management. While EDC's scale and complexity justifies the need, the assessment of options indicates that the most cost- effective approach is to contract with a professional firm rather than hiring new staff. Staff made this selection following at least two interviews each with three firms identified for best matching our specific needs. The EDC selected Platinum HR Consulting based on three primary variables: their service design/compatibility with our structure and needs (e.g., their assignment of a dedicated professional HR consultant); their mix of core services; and price. The agreement is for a one-year term, annualized at approximately \$20,000. The intent and purpose that contracting with a professional firm for this service will result in better support for both staff and management, more reliable assurance of HR regulatory compliance, and more investment in staff development.

Bob Engler called a motion to ratify an agreement with Platinum HR Consulting Group, for ongoing HR Management and Staff Support Services, estimated not to exceed \$25,000 Annually. Dee Dee Cavanaugh moved to approve the motion and Supervisor Janice Parvin seconded the motion. All members in attendance in favor, motion passed.

D. Consideration to Renew the FATHOMWERX Memorandum of Understanding. Recommendation to approve.

Kristin Decas shared an overview of the importance of the MOU. She alluded to the long-standing priority of EDC to develop regional networks and resources for enhancing economic growth through entrepreneurship. In pursuit of that interest in 2018 we commissioned a study on the Ventura County Entrepreneurial Ecosystem, which highlighted opportunity for accelerating activity in *technology transfer (simply put, the process of networking innovation stakeholders and assets between the public and private sectors)*, driven by R&D investments at Naval Base Ventura County and in partnership with the Port of Hueneme, particularly relating to maritime security and environment. Alondra Gaytan, shared the purposes for EDC's involvement to supporting on-going public/private partnerships for the testing, evaluation and fielding of new technologies and capabilities, educating entrepreneurs and businesses about the technological needs and requirements of the Naval Surface Warfare Center Port Hueneme Division and the Port of Hueneme that may require or benefit from private sector partner innovation, accelerating the process for moving prototype research and development projects from the lab to commercial prototyping, promoting the commercialization of new products by entrepreneurial companies and developing teams in order to provide cost effective and timely capabilities,

providing business networking, mentoring, technical assistance and access to capital services to accelerate industry innovation, and facilitating the integration of the research and development, prototyping, testing and technology transfer and transition capacities of the Naval Surface Warfare Center Port Hueneme Division and the Port of Hueneme with regional education, business and technology partners for leveraging mutual and complementary capabilities in technology innovation and commercialization. Board members had a discussion.

Bob Engler called a motion to delegate authority to the President/CEO to approve an amended FATHOMWERX Memorandum of Understanding including Naval Surface Warfare Center Port Hueneme Division, Naval Facilities Engineering and Expeditionary Warfare Center, EDC-VC, Port of Hueneme and MatterLabs. Harold Edwards moved to approve the motion and Dr. Cynthia Herrera seconded the motion. All members in attendance in favor, motion passed. KristIn Decas recused from this motion.

E. President’s Report. Bruce Stenslie provided an overview of the various local, regional, and other community meetings and partnerships.

**New and Unfinished
Business:** N/A

**Executive
Committee
Comments:** Executive Committee members had a discussion regarding the current climate of Tariffs and the effects on local businesses and local Industry.

Adjournment: Bob Engler called the meeting adjourned at 4:45pm to May 7, 2025.