

MINUTES

EDC-VC EXECUTIVE COMMITTEE MEETING

May 7, 2025

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 Peter Zierhut – Haas Automation Kristin Decas—Port of Hueneme/Oxnard Harbor District
Absent:	Misty Perez — City of Port Hueneme Harold Edwards—Limoneira Company John Bandek —Economic Roundtable Representative, City of Moorpark
Guests:	N/A
Staff:	Bruce Stenslie—President/CEO Alondra Gaytan- Director of Strategic Relations
Call to Order:	3:32 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 April 2, 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.

A. Report Out on Regional Broadband Initiative for Ventura County

Bruce Stenslie provided an overview of the EDC's role as the Pacific Coast Broadband Consortium lead which consists of public and private high-speed communications stakeholders across Ventura, Santa Barbara and San Luis Obispo Counties. Bruce introduced Shelby Arthur who is the lead representing EDC among 15 regional Broadband Consortia designated and funded by the CA Public Utilities Commission (CPUC). The purpose is to facilitate regional broadband deployment (investments in physical infrastructure) and adoption (the process by which individuals and businesses obtain access to the internet, at a speed, quality, affordability and capacity to optimize use). We have seen increased attention by policy makers, resulting in vast increases in federal and state funding, for both deployment of infrastructure and for supporting adoption, for closing the digital divide; changes in regulations governing service providers, both encouraging more investment in infrastructure to rural and under-served communities and for providing reduced service rates for target populations; increasing standards for what are defined as acceptable levels of service for qualifying for state or federal funding and subsidies; advancements in mapping and GIS technologies for identifying gaps in service; intensifying concentration of attention and resources especially for achieving digital equity. The EDC is grateful for the contributions by numerous community groups, municipal leaders, and private industry representatives. Benefitting from this broad range of partnerships, VRBI is a roadmap for securing Ventura County's digital future, intended to drive access to innovation markets and create lasting progress for future generations. This item was for informational purposes no action needed.

B. Continuing Discussion on Implementing a Communications and Marketing Strategy Assessment, Including Stakeholder Engagement, with Adelante Partners Inc.

Bruce Stenslie provided background regarding the EDC's Communications and Marketing Strategy Assessment. Considering current staffing changes—specifically, the Communications and Marketing Manager moving on—the plan is to take time during this transition to assess our strategic position relative to our identity and to all aspects of our communications infrastructure and strategy. To help in our review of systems, structures and strategies we are working with Adelante Partners to provide consulting and advising services. Adelante was selected among three options we considered, 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. The results of 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.

C. Update on Current Activities, California Jobs First Initiative, Uplift Central Coast

Bruce Stenslie provided background information regarding the CA Jobs First Initiative, the State established a \$600 million fund, initially branded Community Economic Resilience Fund, or CERF, recently re-branded CA Jobs First. Following some budget reductions since initially adopted, the fund remains at some \$450 million. The current activities involve 36 Catalyst grants that were approved for funding, for \$8.6 million. The development of

“Activation Plans” for two key industry clusters prioritized for the Central Coast region include, Precision Manufacturing/Business Services and Advanced Air Mobility, with considerations for, Mapping the regional gap between labor supply and demand in manufacturing, Deep study of the region’s life sciences/biotech sector (e.g., the share of production vs. R&D jobs, resource needs of early-stage firms, resources for growth & retention), Implementation grant pre-applications recently submitted with the most potential for directly benefitting Ventura/Santa Barbara Counties, Regional Central Coast/Kern County “Defense/Space/Aerospace”, Statewide for developing business technical assistance resources for the life sciences sector; Regional Central Coast addressing regional food systems networks. The initiative’s current stage is the distribution of \$9 million to projects throughout the central coast region. We have completed a competitive procurement process, have initiated the grant negotiations, just now completing final agreements. They each have a completion date of August 30, 2026. This item was for informational purposes no action necessary at this time.

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

Executive committee closed session at 4:20pm

**Closed Session –
Conference with
Labor Negotiators
Pursuant to
Government Code
Section 54957.6
EDC-VC
Representative: Bob
Engler
Unrepresented
Employee:
President/CEO**

**Report Out of
Closed Session, If
Any, Consideration
of President's
Employment
Agreement**

Executive Committee reported approval of the non-financial administrative adjustments to the Presidents contract.

**New and Unfinished
Business:
Executive
Committee
Comments:**

N/A

Adjournment:

Bob Engler called the meeting adjourned at 4:45pm to June 4, 2025.