

MINUTES

EDC-VC EXECUTIVE COMMITTEE MEETING

October 1, 2025

Location:	4001 Mission Oaks Blvd., Suite P, Camarillo, CA 93012
Attendance:	Bob Engler, <i>Chair</i> – City of Thousand Oaks Dr. Cynthia Herrera, <i>Vice Chair</i> — Community Colleges of Ventura County Peter Zierhut, Sec’y/Treasurer — Haas Automation John Bandek —Economic Roundtable Representative, City of Moorpark Dee Dee Cavanaugh—City of Simi Valley Renee Delgado, City of Moorpark Janice Parvin—County of Ventura
Absent:	Harold Edwards—Limoneira Company Kristin Decas —Port of Hueneme/Oxnard Harbor
Guests:	Dr. Sevet Johnson, County CEO
Staff:	Bruce Stenslie—President/CEO Bill Bartels—EDC Business Advisor/Film Liaison
Call to Order:	3:34 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 September 3, 2025, meeting minutes. Including a correction to the minutes as presented to show Cynthia Herrera in attendance, Janice Parvin moved to approve the motion and Dee Dee Cavanaugh seconded the motion. All members in attendance in favor, motion passed.

Administration

A. Film Commission Update

Today's discussion for this item addressed film commission and liaison activities, including a summary by Film Liaison, Bill Bartels, of trends in film industry activity in Ventura County and of the long-running discussion for inviting more film industry investment while maintaining our region's commitment for environmental and neighborhood protections.

Several years ago, in 2013, our 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—since 2003—served as the VC Film Commission, but mostly without any consistent or dedicated resources and work plan to energize the initiative. Our Board's approved action in 2013 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.

In 2015 our Board re-affirmed its support for the Film Commission activity. Following that action, in 2016, the County Board of Supervisors approved an agreement 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.

Our intended purpose or outcome is an increase of well-managed film activity, resulting in an increase in film shoots, film industry spending, local job retention and creation.

There was considerable discussion about the land use/regulatory policy context for filming in Ventura County, particularly around the management of film activity at what are defined as 'movie ranches' (e.g., Big Sky near Simi Valley). Staff and members will follow up on this through discussions with County Planning and County Counsel.

Annual Presentation to County Board of Supervisors: In exchange for the County's \$15,000 annual contribution, EDC provides the County Board of Supervisors an annual update, a general summary of overall film activity, including the distribution of permits issued for filming throughout the region.

Per discussion with the County Executive Office, this year's report will instead be a broader update on the EDC's current activities and a summary presentation on EDC's long standing partnerships with the County, cities and regional public and private sector leadership.

This item was information only, though there was agreement for going forward to hold the Film Update presentation to the full board until November, when both Councilmember Cavanaugh and Supervisor Parvin will be in attendance.

B. Presentation Review, EDC Principles and History

Over the last several months we have had several discussions on the role and positioning of the EDC, relative to our member and partner organizations.

For the history in short, the EDC was incorporated in 1996. A motivating factor was the observation by both public and private sector leadership that our region sorely lacked a public/private partnership governed organization, dedicated to economic development.

Central to that formation was the shared agreement that *no single government entity* was to set regional economic priorities, rather the leadership would be through a collaborative model, a separate 501c3 nonprofit, its membership comprised of representation from all the cities, the county and private sector leads sharing in the investment and direction.

What's also interesting is that the EDC is one of only a small number of other regionally established policy bodies whose membership includes elected council members from all the cities and the County Board of Supervisors (others, for example, are the Ventura County Transportation Commission and the Ventura Council of Governments).

What makes EDC unique in the County landscape is *the **scale and breadth of our public/private partnership***, including in our governance the Port of Hueneme, the two universities, two community college districts, *some 20 private sector leaders from the industry sectors that drive the region*, plus professional, non-voting representation from VCTC, Ventura County Coast (tourism/hospitality), Naval Base Ventura County and the Farm Bureau.

Over the nearly thirty years since our formation, it's to be expected that some of our formative principles, and many of the events and milestones that have shaped our identity, purpose and trajectory, have faded in institutional and community memory with retirements, elective term limits, and changes in leadership across several domains.

To help assure we are closing that gap in awareness and memory, three points:

- 1) We have prepared and already shared a summary document on the Principles and History. Staff is forwarding another copy for your final review.
- 2) See attached, a Ppt summary of the Principles and History document, intended for sharing with stakeholder groups, though asking for comments from Committee members.
- 3) We are looking to schedule a presentation to the County Board of Supervisors (and cities and other stakeholder groups), using the attached materials, though also asking for Committee member comments on how best to approach these.

This item was information and discussion only.

C. President's Report. Bruce Stenslie shared an overview of the various local, regional, and other community meetings and partnerships. One item in specific was the sharing of a proposal for a Collaborative International Trade Research Program, with the Port of Hueneme World Trade Center and CSUCI. Ray Bowman developed the idea and format; more to be presented on this in subsequent meetings.

V. Closed Session: The Committee went into closed session at 4:35.

Employee

Performance

Evaluation, Gov't

Code Section

54957(b)(1), Title:

President

VI. Report Out of Closed Session If Any Chair Engler noted at 5:25 that the Evaluation would be continued at the November meeting.

VII. New and Unfinished Business: NA

VIII. Executive Committee Comments: N/A

IX. Adjournment: Bob Engler called the meeting adjourned at 5:30 pm to November 5, 2025.