



**MINUTES**  
**EDC-VC EXECUTIVE COMMITTEE MEETING**  
December 1, 2016

- Location:** 1601 Carmen Drive, Suite 215, Camarillo
- Attendance:** Brian Gabler – Economic Roundtable Representative, City of Simi Valley  
Cheryl Heitmann, *Vice-Chair* – City of Ventura  
Roseann Mikos, *Secretary/Treasurer* – City of Moorpark  
Sim Tang-Paradis – City National Bank  
John Procter – City of Santa Paula  
Peter Zierhut, *Chair* – Haas Automation
- Absent:** Henry Dubroff, Pacific Coast Business Times  
Harold Edwards – Limoneira Company  
Kathy Long– County of Ventura
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Ray Bowman, SBDC Director  
Kelly Noble, Office Manager  
Bruce Stenslie, President/CEO
- Call to Order:** 4:06 p.m.
- Roll Call:** Kelly Noble
- Amendment to the Agenda:** None
- Public Comment:** None
- Approval of Executive Committee Minutes** Chair Peter Zierhut requested a motion to approve the minutes from the November 9, 2016 Executive Committee meeting. Cheryl Heitmann moved to approve and file the minutes from the November 9, 2016 Executive Committee Meeting. Sim Tang-Paradis seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Administration** **Update and Planning for 2017 Annual Meeting**  
Stenslie stated that our Annual Meeting for 2017 is scheduled for January 19. Following are some considerations for planning the event.
- We are confirmed for Spanish Hills Country Club. We will be convening a brief “business” board meeting at 3:00, with the larger, public event starting at 4:00 and winding up by 5:10. The event closes with a buffet dinner.

This year's event will mark our 20<sup>th</sup> anniversary. Toward celebrating and memorializing that milestone, we have commissioned a video featuring both our history of leadership as well as clients served.

As usual, we will have a year-just-ended Highlights report to share, a program with the meeting agenda, speaker bios and featuring ads from our major sponsors. Unique this year, we also will have four page report on Market Based Water Trading.

We have a faithful following of attendees, primarily the "usual" audience of local leadership. Attendance has generally been close to 200. We hope to add some additional attendance this year as we do have room to include more and still be accommodated by the facility.

That noted, ticket sales are not the primary revenue driver, rather, the larger share of revenue is in sponsorships.

We plan to memorialize our 20<sup>th</sup> anniversary, though we are also concentrating dialogue this year on sustainable water solutions. We will have a four page summary of our work in market based groundwater trading and will feature two speakers on the broader issues in water sustainability: Susan Mulligan, P.E., General Manager of Calleguas Municipal Water District, and Mauricio E. Guardado, Jr, P.E., General Manager, United Water Conservation District.

The focus on water will be only for about 30 or 35 minutes, allowing us to keep the total program to about an hour and ten minutes in total.

#### **Discussion on the Development of Officer Nominations for 2017**

Over the last several years the Executive Committee has submitted a recommendation for a slate of officers to the full board at the Annual Meeting. That recommendation has usually been finalized in December or January, prior to the Annual Meeting. No action is necessary today.

Separately from the nomination and election of Officers, it is the responsibility of each new year's Chair to appoint the other Executive Committee members. Our bylaws, Section 3.3, specify that the Executive Committee "shall be established each year at the first Board meeting of the calendar year."

Stenslie informed the Executive Committee that accordingly, the 2017 Chair should be selected from among our Board's Public sector members and our Vice-Chair should be selected from among our Board's public sector members.

With discussion, the Executive Committee expressed a consensus to nominate Chery Heitmann for Chair Elect, Chris Meissner for Vice-Chair and Peter Zierhut for Secretary/Treasurer. This will be brought back at the next Executive Meeting for action.

#### **Membership Report**

Stenslie noted for the Executive Committee that we are currently in a push for new members, with a key consideration to fill vacancies relative to gaps in industry sector representation. Our recruitment considerations include not only distribution and diversity by industry sector but also by region of the county, economic significance of the business and sector as well as the personal and professional characteristics of the individual members representing the industries and firms we recruit. Identified priorities include: Health Services sector, Biotech and related, high-tech/fast growth firms, manufacturing,

aerospace and defense, large property management/retail, hospitality, finance and insurance, real estate and agriculture

### **Discussion, Ventura County Economic Condition and Strategy**

From time to time we take a look at how Ventura County is performing relative to the state and the region.

In a report to the full Board in November, our presentation concentrated on several lagging indicators in Ventura County, suggesting that Ventura County is *not* keeping pace economically with either our neighboring counties or the state as a whole.

Today's agenda item is to carry forward the discussion about what optimally might be our role in sharing information about our actual economic condition and our role for setting priorities for improving the local economy.

Historically our primary roles have been twofold:

- direct delivery of economic development services, especially in business advising, training and lending; these services are specifically designed as complementary to those provided by the cities;
- identifying and setting the regional priorities for economic development strategies and services.

Those roles, of course, have been informed by our on-going assessment of the region's economic condition and by our active yet objective commentary on our regional condition.

What makes our discussion today both sensitive and important is that our assessment and commentary has almost always in past years been positive. Being upbeat about the local economy has supported our promotional profile as being bullish on Ventura County.

As our commentary has shifted, along with our regional economic performance, to the several negative indicators, we face new issues, including:

- concerns by some of our core stakeholders, for whom we serve as a partner for promoting regional prosperity, that we are not being adequately positive and promotional;
- concern for how we manage our separation from advocacy and maintain our political neutrality, as some of our stakeholders are critical of our negative message and others are critical of our lack of a political agenda to promote improvement.

It was agreed to continue this discussion. Staff will report back on options for improving our presence for on-going communication on the state of the regional economy.

### **President's Report**

Stenslie noted for the Executive Committee that we are currently in negotiations with California Public Utilities Commission (CPUC) on the details for the CPUC staff recommendation for a two year continuation of our grant funding to promote broadband deployment, adoption and infrastructure development in Ventura, Santa Barbara and San Luis Obispo Counties. We are cautiously optimistic for a recommendation for a two year grant, starting in February 2017, for an estimated \$120,000 annually. Our prior funding level—and our proposal for continuing funding—was for \$150,000 annually. The CPUC staff's current initial

recommendation was for only approximately \$86,000 annually, though we are hopeful that through negotiations we get it to a higher level. We should know by mid-December the CPUC staff's final recommendation.

Stenslie also commented on some key staff development activities.

- Ray Bowman just returned from a ten day business development trip to China, participating in a Clean Tech Trade Mission organized by the Governor's Office of Business and Economic Development and California Energy Commission. Ray is also a doctoral candidate at Grenoble University, with a concentration in small business development and technical assistance.
- Marvin Boateng has completed the training and secured a certificate from the National Development Council as an Economic Development Finance Professional. The certification involves a rigorous, four-course training series that explores the skills essential for the successful practice of economic development, including business credit and real estate finance analysis techniques, loan packaging procedures, negotiating and problem solving skills and deal structuring techniques. In addition, Marvin has also completed training on SBA Lending, through the National Association of Government Guaranteed Lenders, and will be tested later this year for receipt of the SBA Lender Diploma.
- Alondra Gaytan attended the Introduction to Economic Development Certificate Program at Cal State Fresno, from October 25-28. This comprehensive program provides an introduction to the practice of local economic development and is accredited by the International Economic Development Council. Completion of the course is a prerequisite for the IEDC Certified Economic Developer (CEcD) designation and for what we anticipate will be a California professional Economic Development certification to be launched in 2017.

**New or Unfinished Business:** None

**Executive Committee Comments:** None

**Closed Session**      **Employee Performance Evaluation**  
**Government Code Section 54957 Title: President**  
Stenslie stated that his contract calls for an annual review, which has been conducted in each and every year of his tenure at EDC-VC. Peter Zierhut announced that the Executive Committee is going into closed session at 5:14 p.m. Bruce Stenslie, Ray Bowman and Kelly Noble stepped out at 5:14 p.m.  
  
The Executive Committee returned from closed session at 5:24 with nothing to report.

**Adjournment to January 5, 2017**      5:25 p.m.

Minutes taken by Kelly Noble