



MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
February 4, 2015

- Location:** 1601 Carmen Drive, Suite 215, Camarillo
- Attendance:** Brian Gabler – Economic Roundtable Representative, City of Simi Valley
Kathy Long, *Secretary/Treasurer* – County of Ventura
Roseann Mikos, *Chair* – City of Moorpark
Sean Morreale, *Vice Chair* – Citizens Business Bank
Sylvia Muñoz Schnopp – City of Port Hueneme
Sim Tang-Paradis – City National Bank
Peter Zierhut – Haas Automation
- Absent:** Harold Edwards – Limoneira Company
Mike Tracy – City of Ventura
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guest:** None
- Staff:** Kelly Noble, Office Manager
Bruce Stenslie, President
- Call to Order:** 8:42 a.m. Chair Roseann Mikos welcomed everyone.
- Roll Call:** Kelly Noble
- Amendment to the Agenda:** None
- Public Comment:** None
- Approval of Executive Committee Minutes, April 2, 2014** Chair Roseann Mikos requested a motion to approve the minutes from the January 19, 2015 Executive Committee meeting. Kathy Long moved to approve and file the minutes from January 19, 2015. Brian Gabler seconded the motion. All listed in attendance in favor, motion carried.
- Administration** **Annual Meeting Follow-Up Discussion**
Stenslie stated that our Annual Meeting appears to have been wholly successful. Total attendance was consistent with past Annual Meetings, with paid attendance about average.

While we were lower in sponsorships as compared to our high water mark a year ago, we still did very well (though there is room for improvement next year).

Our event net income is close to our projections in our draft budget (at \$20,000), as projected back in November.

Feedback on our keynote speaker has been positive, both for our securing the newly elected Treasurer and for the message.

Though the keynote speaker ran long (his staff had told us repeatedly prior to the event that he had to be out by 4:30), we haven't heard much or any real complaints about the length. We still managed to close out the agenda by the advertised time.

The materials (2014 Highlights and CEDS Executive Summary) were positively received.

Discussion on Comprehensive Economic Development Strategy Roll-out and Proposal to Morgan Family Foundation for Funding to Support a Project on “Developing a Sustainable Ventura County Food Systems Economy”

Stenslie reminded the Executive Committee that at our November meeting, our full Board of Directors adopted our County-wide Comprehensive Economic Development Strategy (CEDS). As planned for moving forward, we are in the process of making presentations on the CEDS highlights to the County, cities and other regional organizations and stakeholders.

Stenslie went through his power point stating that this is the short summary, organized around the SWOT analysis. For presentations to cities and other groups we will include some modifications and additions customized to the audience. We also have a longer, separate summary that addresses in more detail the priorities, highlights and goals for moving forward.

One of the specific findings in the CEDS is that while Ventura County is a national leader in food production, we are inefficient in securing greater benefit from this productivity through the secondary and/or value added components of food processing and distribution.

In consideration of this, our notion is to facilitate a shift to more of a food systems strategy, toward improving opportunity for sustaining a high value agriculture sector.

We are looking to move on this strategy through the financial support of the Morgan Family Foundation and the California Stewardship Network, the same source of funding and network that supported the development of the CEDS.

Stenslie asked the Executive Committee to look in the packet for the proposal, which includes detail on the purpose, outcomes, timeline and budget. The Foundation is nearing completion of its review and we are optimistic that we'll be notified of an award of \$55,000 in early February. If approved by the Foundation, we will return to the Board for approval of the grant award.

Consideration of Draft Budget for FY 2015. Recommendation to Approve as Final.

Stenslie stated that our first draft 2015 budget was first presented to the Executive Committee on December 3. Since then we have been able to make some revisions based on more up-to-date year-end figures and new information, though the substance of the initial draft has changed little.

The following updates our initial overview of significant variables in revenue:

1. We previously reported an uncertainty on receiving \$55,000 from the Morgan Family Foundation. While we have not received a final award letter, feedback this month is that the project is very likely to be funded. This is mostly pass-through funding for projects, so not a significant variable relative to internal operations. Additional detail on the use of the funding is agendaized separately for today's meeting.
2. We previously anticipated \$120,000 in California Employment Training Panel (ETP) funds. Based on discussions with Panel staff, we are staying with that number as a reasonable projection, though the funds have not yet been secured.
3. We are revising our projected SBDC income up from \$320,000 to \$335,000. Ten thousand of this revised sum, however, is purely pass-through, securing a program partnership with the District Export Council. We don't need to match that share of the contract. We have a commitment letter from the SBDC lead center for \$325,000 (the balance separate from the \$10,000 for the District Export Council), though we have not received the final agreement for board review and approval. We may get the contract on time for our full Board meeting later in February.
4. We previously reported that we were hopeful for securing an additional \$25,000 annually from the County of Ventura. We have in fact secured a commitment for \$50,000 in additional funds annually. We have already received the first \$50,000, with \$25,000 of the first allocation applied to FY 2014. From here forward we will annually invoice the County for the funding in July, meaning our 2015 budget shows a full \$50,000 amount (that is, the next allocation will be for the County's 2015-16 year, straddling our calendar year budget).

We anticipate few changes on the expense side of the budget.

Roseann Mikos asked for a motion that the Executive Committee, approve forward to the full board for adoption the draft budget FY 2015 as final. Brian Gabler motioned to approve and forward to the full board the Draft budget FY 2015 as final. Kathy Long Seconded the motion. All listed in attendance in favor, motion carried.

Membership Report

Our bylaws, Section 2.2, identify our full board as a maximum of 36 members, including up to 24 from the private sector (which may include up to four members from public, special district or quasi-public organizations, such as CSUCI and the Port of Hueneme) and 12 from the public sector. *See attached for our current roster.*

The public sector seats are *defined specifically* as one elected official from each of the ten cities and two members of the County Board of Supervisors. These public sector seats are all filled.

We currently have 20 private sector members, with a total of 24 available seats. Three of the 20 members cover their dues through in-kind contributions. Our *budget* goal is for 19 cash memberships. Our leadership goal is to fill all available openings. One of our current cash memberships (Dignity Health) is at risk for continuation.

We have none currently ready for action at the time of this writing, though several in discussion.

Our adopted priorities for filling the vacancies are listed below.

- Advanced Manufacturing/Biotech
- Construction & Development
- Education
- Health Care
- Infrastructure
- Real Estate Brokers (comm. & industrial)
- Agriculture
- Defense Industry
- Film (and related support)
- Hospitality/Tourism
- Import/Export Firms
- Retail (local, multi-locational)

Small Business Development Center 2015 Year-End Report

Stenslie informed the Executive Committee that this month's report summarizes year-end contract performance for 2014.

The SBDC program is focused on delivering specific economic outcomes (summarized below) with small business clients, generally defined as any firm with fewer than 500 employees. Most of clients we serve employ fewer than 30 workers, though there is a wide distribution by size.

The primary service activity is direct, professional client advising and technical assistance, organized around scopes of work focused on assisting businesses achieve positive economic outcomes. To deliver that service we maintain some 30 consultants on contract, available to business at no cost. The total direct services consulting budget is just under \$200,000, approximately 40% of the total contract amount.

We exceeded our two economic impact goals (capital infusion and business starts) and came in just short in the process measure of "long-term clients" (five hours or more of consulting; the SBA sees a correlation between number of hours and positive outcomes, so tracks local center performance on the hours).

<u>Performance Goals</u>	<u>Outcome Target</u>	<u>4th Qtr Outcomes</u>
Long Term Clients (5+ hours)	218	210
New Capital Infusion	\$16,000,000	\$28,759,470
Business Starts	38	69

The first attachment is two pages, the first page showing our Ventura/Santa Barbara County outcomes, the second for the entire Los Angeles region. You may see by a comparison of the two that we continue to significantly outperform the aggregate of several other centers in the region (that is, based in Los Angeles).

The last two attachments display clients by industry sector and by city. We continue to be successful in reaching a wide diversity of clients by industry sector. Our regional distribution is strong but could use improvement. More specifically on the latter, we have some lower than optimal activity in east

Ventura County and in the Santa Clara River Valley. In Santa Barbara we're working on increased activity in the north County.

President's Report

Stenslie stated he had nothing more to report.

New or Unfinished Business: None.

Executive Committee Comments: None

Adjournment: 9:55 a.m.

Minutes taken by Kelly Noble