



MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
March 4, 2015

Location: 1601 Carmen Drive, Suite 215, Camarillo

Attendance: Harold Edwards – Limoneira Company
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
Sim Tang-Paradis – City National Bank
Mike Tracy – City of Ventura

Absent: Sylvia Muñoz Schnopp – City of Port Hueneme
Peter Zierhut – Haas Automation

Legal Counsel: Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner

Guest: None

Staff: Ray Bowman, SBDC Director
Kelly Noble, Office Manager
Bruce Stenslie, President

Call to Order: 8:38 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 February 4, 2015 Executive Committee meeting. Kathy Long moved to approve and file the minutes from January 4, 2015. Sim Tang-Paradis seconded the motion. All listed in attendance in favor, motion carried.

Administration **Review of EDC-VC Business Plan Executive Summary and Supplemental Information. Recommendation to Approve the 2015 Update.**
Bruce explained that in late 2008 and early 2009 our Executive Committee and full Board spent considerable time in reviewing and updating our Business Plan. For final action, we concentrated on developing an up-to-date Executive Summary and Supplement on Priorities in Regional Economic Competitiveness, rather than on a long and detailed plan.

In each year since, we have updated the Plan's "Objectives and Work Plan" to

remain current with program and service activities and priorities.

Copies of the staff's recommended Executive Summary and Supplement as updated for 2015 are attached.

The Business Plan Executive Summary is used primarily for internal purposes, to document our annual work plan priorities. The Business Plan is useful for grant applications and for sharing with other stakeholders our operational priorities. The Supplement, by contrast, is used more as an external document, to highlight larger regional economic priorities.

Both of these documents are supplemented by numerous professionally developed outreach materials, program service overviews and success stories. These collateral materials are mostly targeted to clients that may benefit from our services and to partner organizations that serve as referral resources. All of these materials in combination may be mixed and matched, customized to purpose and to the particular stakeholder or client target.

The recommended changes are minimal in the Business Plan, and none in the Supplement except for the date change. More specifically, in the Business Plan, page 2 (and see attached), Objectives and Work Plan, we draw attention to three specific items for discussion:

- 1) Section A, Convener, §5, which is new, replacing “Develop a regional economic strategy plan in 2015, leveraging the prior strategic planning of the Workforce Board, Port of Hueneme and Civic Alliance,” with:
“Exercise new role as steward of the Comprehensive Economic Development Strategy (CEDS), coordinating priorities, tracking progress and updating annually.”

The notion here is that we completed the more specific development activity from 2014, with the role now evolving more into maintenance and on-going convening, organizing.

- 2) Section C, Program Delivery, *former* §5, which has been deleted:

“Develop and maintain capacity to support a regional business attraction and retention campaign, working in partnership with the cities, county and private sector.” This is a hold-over from prior years, not active, so we think time to let it go as a program delivery item.

Though deleted in the Program Delivery section, this priority does remain under Part B, Community Voice, item §3, which states: “Contribute to sustaining *Ventura County Grows Business*, promoting Ventura County’s assets—centrally highlighting our extraordinary quality of life—focusing on business attraction, retention and expansion, across all industry sectors.”

Our notion for leaving the priority here is that we understand our role continues in the promotion of the vision—so part of “Community Voice”—though not in the more specific “Program Delivery” element, which implies a more active service delivery activity.

3) Section C, Program Delivery, *new item* §5, which states:

“Implement an economic analysis of the region’s agriculture sector, and coordinate dialogue, strategies and recommendations toward assuring a sustainable Ventura County food systems economy, diversifying job opportunity, improving regional food security and preserving a balance of built and open space.”

Roseann Mikos asked for a motion that the Executive Committee, approve and forward to the full board the EDC-VC Business Plan Executive Summary and Supplemental Information 2015 update. Harold Edwards motioned to approve and forward to the full board the EDC-VC Business Plan Executive Summary and Supplemental Information 2015 update Brian Gabler Seconded the motion. All listed in attendance in favor, motion carried.

Consideration of Models and Potential Increases for Public and Private Sector EDC-VC Membership Dues

Stenslie stated that in the process of our budget review for 2015 Executive Committee members requested a report back on options for increasing dues for our public and private sector members.

For context, the table in your packet identifies the current levels of contributions of the cities, the county and the public sector. Note there are currently three types of contributions: membership dues, program contributions (that is, specifically for supporting program delivery), and Film Liaison.

The total public and private sector member contributions as displayed on the attached—that is, \$367,750—represents 22.4% of our total budgeted revenue of \$1,643,825. The total dues, public and private—that is, \$190,750—represents 11.6% of our budgeted revenue.

Last Prior Increases for Dues:

- Private sector dues were last increased seven years ago, in 2008, from \$6,000 to \$6,250. The intent at that time was to increase dues by \$250 a year for four years, moving from \$6,000 to \$7,000 annually, or up by 16%. The increase stalled, however, after the first year, with the onset of the recession, and has not been formally reconsidered since.
- Public sector dues were last increased in 2006, or nine years ago. There has been no formal discussion about dues increases since that time.

Considerations for Dues Increases:

1. What should be the percentage increase, for either or both public and private?
2. Should we adopt a one-time increase, or phase increases in over years?
3. For the private sector, should we consider moving from a flat rate to an adjusted rate for size of business (whether by employee count, total sales, etc.)?
4. While we’re considering adjustments to public sector dues, should we consider recommendations to align the program contributions closer to

the dues structure? (Currently the program contributions are far out of alignment.)

(I have discussion and what was said not sure what you want in here so let me know)

Consideration of Strategies for Improving Regional Distribution of EDC-VC Services.

Stenslie explained that an on-going consideration in our delivery of business services is whether we are balanced and strategic in our distribution of services both by industry sector and by region. We track and report that activity quarterly.

In your board packets is a display of clients by city includes a column for each city's share of the county's population. While not a perfect benchmark for targeting volume, the population data suggests a reasonable target. The last column of this first attachment shows a "plus/minus," that is, did the city receive more or less than its "target" share of activity during 2014.

A fair observation is that we have chronically been short on reaching east county (that is, Sim Valley, Thousand Oaks/Conejo Valley and Moorpark) business clients. There is also, on a lesser scale historically, a shortage of client volume in Fillmore, Santa Paula and Port Hueneme.

By contrast, we have long had a large client base in the City of Ventura. That's tied to two factors: 1) we manage a city-sponsored loan program that generates a lot of client interest and 2) the city's community and economic development staff constantly refer us clients.

These imbalances noted, our intent is not to reduce services in any area, rather it is to increase the activity in lesser or under-served areas. At the same time, our over-arching interest with limited resources is to concentrate services on clients through whom we find the greatest return on investment, in terms of business growth and economic output.

Next Steps: In response to the imbalances, the Executive Committee has requested that staff return with plans and targets for improving on the regional distribution.

Ray Bowman went over his presentation explaining that he is trying to determine clients that contribute to economic impact and the strategy to complete that task.

Membership Report and Appointment of New Members

Stenslie announced that Sean Morreale moved to Citizens Business Bank. We have a verbal commitment but there will be no action today. We should have an action item for the next full board meeting.

Stenslie stated that Macerich is at risk of bowing out. There is no local representation and it has lost continuity. Dignity looking ok. We are working on closing the loop on Penny Mac and Patagonia and thinking of maybe going back to Kaiser.

Stenslie passed out a membership by industry sheet. Stenslie pointed out target area sectors and discussed priority sectors.

President's Report

Stenslie announced that Zoe Taylor has been hired to run the Santa Barbara Chamber. Her notion is to create an Economic Vitality Corp.

(spoke about world trade center/cal Lutheran and Ray?) Ray explained the process & reasoning behind the process.

Stenslie stated that Sandy Smith is an energetic Chair for VCEDA but at this point they do not have a game plan.

Stenslie reminded the Executive Committee that the next full board meeting is at Limoneira and April's meeting will be at Haas.

Mentioned network resources for entrepreneurship

New or Unfinished Business: None.

Executive Committee Comments: None

Adjournment: 9:53 a.m.

Minutes taken by Kelly Noble