



**MINUTES**  
**EDC-VC EXECUTIVE COMMITTEE MEETING**  
November 9, 2016

- Location:** 1601 Carmen Drive, Suite 215, Camarillo
- Attendance:** Henry Dubroff, Pacific Coast Business Times  
Cheryl Heitmann, *Vice-Chair* – City of Ventura  
Sim Tang-Paradis – City National Bank  
John Procter – City of Santa Paula  
Peter Zierhut, *Chair* – Haas Automation
- Absent:** Harold Edwards – Limoneira Company  
Brian Gabler – Economic Roundtable Representative, City of Simi Valley  
Kathy Long– County of Ventura  
Roseann Mikos, *Secretary/Treasurer* – City of Moorpark
- Legal Counsel:** Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner
- Guests:** None
- Staff:** Marvin Boateng, Loan Officer  
Kelly Noble, Office Manager  
Bruce Stenslie, President/CEO
- Call to Order:** 4:32 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 September 1, 2016 Executive Committee meeting. John Procter moved to approve and file the minutes from the September 1, 2016 Executive Committee Meeting. Sim Tang-Paradis seconded the motion. All Executive Members listed in attendance in favor, motion carried.
- Administration** **Update on Market-Based Groundwater Trading**  
Stenslie stated that, as previously discussed, EDC-VC has since 2014 served as one of 13 members of the California Stewardship Network. The Network is self-governing and is the beneficiary of funding provided by the Morgan Family Foundation.
- The purpose of the network is to encourage innovative thinking, regional and statewide collaboration and exchange of ideas intended to address the state’s economic, environmental and social challenges and opportunities.

A primary interest of the Stewardship Network is to look at these major California challenges from a “triple bottom line” perspective, that is, in consideration of the Economy, Social Equity and Environmental Balance.

In each of 2014 and 2015 we were the beneficiaries of \$55,000 grant awards from the Morgan Family Foundation, in 2014 for the development of our Comprehensive Economic Development Strategy (CEDS), in 2015 to address of the priorities identified in the Strategy, that is, long-term economic sustainability of the region’s agriculture and food systems sector.

In 2016 we have received \$60,000 from the Foundation to help support the development and implementation of market-based groundwater trading in Ventura County. A summary of the project is attached.

Stenslie stated that we are putting together a 4 page summary that will be distributed at the Annual Meeting. Matthew will be at our next general board meeting to update the board on market-based groundwater trading.

### **Consideration of a \$5,000 Sponsorship for the 2017 State of the Region Report**

Stenslie advised the Executive Committee that the Ventura County Civic Alliance is currently planning the publication of its 2017 State of the Region Report. The Civic Alliance was founded in 2001, as an initiative of the Ventura County Community Foundation, and has since then periodically organized and published the State of the Region Report which is a compilation and interpretation of key indicators on our region’s condition. The Civic Alliance is now separately incorporated and moving toward a more autonomous existence. The Alliance is supported by its membership and by securing sponsorships for its initiatives, including the State of the Region Reports.

The Reports are organized around key “domains,” such as Agriculture, Economy, Education, Land Use & Housing, Public Safety, Transportation, and so on. The last most recent Report was in 2015; the Alliance is now on a schedule focused on publishing a new State of the Region Report every other year.

The primary researcher for the data in the Reports is Dr. Jamshid Damooei, California Lutheran University Professor and Chair of the Economics, Finance & Accounting Department and Co-Director of the Center for Leadership & Values. Dr. Gerhard Apfelthaler, Dean of the School of Management, and a member of our Board of Directors also provides technical guidance and support. Tony Biasotti, Freelance Journalist, provides the writing and editing. The Report is developed with top quality production values.

The Reports are of interest to us in a variety of ways, though perhaps most because they include detail on our economic condition. Elements of the economic snapshot include Gross County Product, Employment Growth, Employment by Sector, High Demand Jobs, Wages & Cost of Living, Economic Impact of the Port and others. Many or most of these are data points we also routinely track and comment on.

In past years we have not sponsored the Report, but are considering so this year. Our interest for sponsoring would be to secure a more active role in helping to inform the content and message in the Economic domain.

The format of the report includes, for each data point, a graphic or table illustration and three narrative components: "What is the Measure?" "Why Is the Measure Important?" and "How Are We Doing?"

*Most specifically our interest would be to help drive and inform a more fully contextualized discussion on the economic detail relative to "how are we doing?" Currently, the Report does not draw in any comparative information.*

Following discussion, the consensus is the following. One is to provide information to the Civic Alliance on economic issues, participate in the State of the Region Report process and to support a small sponsorship. The other is to pursue discussions with CLU about developing a separate quarterly economic indicator report, to fill in the time and substance gaps that the State of the Region Report is not designed to cover. Staff will address the topic next to the Board in the context of the 2017 budget.

### **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 stated that there is always moving parts so he thought we should discuss. The Executive Committee discussed the current slate, day and time of the meetings. With some discussing about changing the day and time, Stenslie stated that he will send out other options and bring back to the next Executive Committee meeting on December 1st.

### **Membership Report**

Stenslie stated that Monsanto has communicated its intent to drop out as a Board Member. Staff will follow up to confirm or to see about retention. The Executive Committee discussed options on a health services representative as well as filling other vacancies.

### **President's Report**

Stenslie informed the Executive Committee that our Auditor will not be doing the audit for the EDC-VC this year due to changes in the single audit requirements. We are his only client that requires a single audit and it does not pencil out for him. We will be releasing a Request for Proposals before the end of the year.

**New or Unfinished Business:** None

**Executive Committee Comments:** None

Minutes taken by Kelly Noble