

# Economic Vitality Strategic Plan (EVSP)

## Steering Committee Charter



2018

Version 1 (Revised 5/30/18)

## Guiding Principles

The purpose of the Economic Vitality Strategic Plan (EVSP) is to provide a strategic framework for the County of Ventura government to support Ventura County's long-term economic vitality. Whereas the plan is primarily intended to outline a course of action for the County of Ventura Government (led by the County Executive Office), it recognizes that a wide array of public- and private-sector entities have important roles in the overall process of encouraging economic vitality in Ventura County. In this regard, the EVSP is intended to position the County's involvement in a way that will support and complement (rather than replace or duplicate) these existing efforts. Thus, while the scope of the plan is broad in the sense that it considers the overall "landscape" of economic vitality in Ventura County (including an assessment of needs and a review of the existing programs that are addressing those needs), it is ultimately focused on defining specific activities that the County can lead, coordinate, or support existing efforts within the region's larger network of economic vitality partners.

Our Goals are to:

1. Proactively foster economic growth in a manner that is consistent with the County's longstanding commitments to quality of life, sustainability, and broadly-shared prosperity.
2. Elevate the profile of the County's programming and capital investments related to economic vitality, increasing public awareness of the importance of these functions.
3. Continue to leverage the County's investments in economic vitality through partnerships with a wide array of public- and private-sector partners.
4. Systematically coordinate County operations and capital projects (across all departments and agencies) to prioritize investments that facilitate quality economic growth.
5. Continue the focus of all County agencies on providing excellent customer service to the public and a business-friendly environment.
6. Continually monitor and refine the County's economic vitality initiatives to remain responsive to the evolving needs and opportunities of the local economy, as these arise, based on both internal and external changes.
7. Leverage and support coordinated efforts of economic vitality partners.

## Purpose of the Steering Committee

### Primary Functions and Responsibilities

The primary purpose of the Economic Vitality Strategic Plan (EVSP) Steering Committee is to coordinate the implementation of the EVSP.

It is the responsibility of the Steering Committee to:

1. Oversee and guide the overall implementation process of the EVSP;
2. Act as a convener of community partners that can affect positive change for local economic vitality;
3. Invite participation from other community partners (Resource Partners) where opportunities or needs arise;

4. Provide input to the County of Ventura suggesting how it can prioritize efforts, provide services more effectively, and support partners engaged in economic vitality efforts;
5. From the master list of Action Items, prioritize and select items/focus areas for near term action;
6. Create an implementation plan/work program for the EVSP based on the identified near-term priorities while activating key partners in focus areas as needed;
7. Delegate responsibilities to Core Partners for associated Action Items (or for any additional reconnaissance needed to make final decisions regarding the most efficient implementation approaches for individual action items);
8. Develop a coordination system to aid communication, reduce duplication of efforts, and align efforts towards identified objectives;
9. Inventory resources/activities/initiatives already in place that are making progress towards identified goals;
10. Consider and make recommendations for funding alternatives to support EVSP initiatives;
11. Suggest amendments and enhancements to the EVSP when the need is identified;
12. Report on overall progress and accomplishments related to economic vitality for Ventura County.

### Membership

The County of Ventura Government (led by the County Executive Office) will invite identified community partners to be the initial members of the Steering Committee. It is intended that the Steering Committee membership will reflect a broad spectrum of public/private partners in regional economic vitality. Subsequent changes/additions to the Steering Committee may be made through discussion and consensus of the Steering Committee members.

### Role of a Steering Committee Member

It is intended that the Steering Committee members leverage their experiences, expertise, and insight as representatives of the people and organizations in their economic sector. Individually, Steering Committee members should:

1. Be an advocate of broad regional support for economic vitality;
2. Review and become familiar with the EVSP and its intended activities;
3. Attend and participate in meetings;
4. Actively participate in planning, execution, and reporting activities related to the EVSP;
5. Foster positive communication outside of the Steering Committee regarding the Plan activities, progress and outcomes;
6. Solicit and consider ideas and issues raised by community partners, Ventura County residents and other stakeholders;
7. Strive to collaborate and seek solutions to challenges in a spirit of partnership.

## Steering Committee Members

See Appendix 1 for a full list of members.

## Committee Focus Areas

Given the vast array of programs and projects potentially associated with the EVSP, the implementation of the overall EVSP is organized under common themes or “focus areas,” representing Action Item topics that have a common theme. Reference the Addendum to see the Focus Area Leads.

Focus Areas Include:

- Economic Development
- Workforce Development
- Housing
- Business Climate, Land Use
- Infrastructure
- County Services, Safety Net
- Arts, Culture, and Recreation
- Marketing, Branding
- Funding and Finance

## APPENDIX 1: Steering Committee Members

### **Vanessa Bechtel**

President

Ventura County Community Foundation (VCCF)

### **Talia Barrera**

Administration Manager, Human Services Agency

County of Ventura

### **Gary Cushing**

President & CEO

Camarillo Chamber of Commerce

### **Mathew Fienup, Ph.D.**

Executive Director

Center for Economic Research and Forecasting (CERF) at California Lutheran University

### **Philip Hampton, Ph.D.**

Chemistry Faculty

California State University, Channel Islands (CSUCI)

### **Tracy Hudak**

Founder, Director

CreativityWorks

### **Melissa Livingston**

Chief Deputy Director, Human Services Agency

County of Ventura

### **Mike Pettit**

Assistant County Executive Officer

County of Ventura

### **Mike Powers**

County Executive Officer

County of Ventura

### **Stacy Roscoe**

Community Volunteer

Civic Alliance

**Sandy Smith**

Land Use Consultant  
Sespe Consulting, Inc.

**Paul Stamper**

Deputy Executive Officer, County Executive Office  
County of Ventura

**Bruce Stenslie**

President & CEO  
Economic Development Collaborative Ventura County (EDC-VC)

**Chris Stephens**

Director, Resource Management Agency  
County of Ventura

**Rigoberto Vargas**

Public Health Director, Health Care Agency  
County of Ventura

**Bryan Went**

Director  
Matter Labs

**Erick Went**

Chief Technology Officer  
Matter Labs

**Denise Wise**

CEO  
Housing Authority of the City of San Buenaventura

**Alexandra Wright, Ph.D.**

Director, Economic & Workforce Development Division  
Ventura County Community College District (VCCCD)