**EVSP Steering Committee Meeting**

VCCF Offices, 10/12/2018

**Attendees:** Haider Alawami (Thousand Oaks); Talia Barrera (HSA); Vanessa Bechtel (VCCF); Clare Briglio (EDC); Tully Clifford (Camarillo); Matthew Fienup (CLU); Phil Hampton (CSUCI); Rachel Linares (CEO); Melissa Livingston (HSA); Brian Miller (Supervisor Long); Mike Powers (CEO);Sandy Smith (VCEDA); Paul Stamper (CEO); Chris Stephens (RMA); Rigo Vargas (HCA); Bryan Went (Matter Labs); Erick Went (Matter Labs); Trevor Zierhut (VCEDA)

1. General Comments
   1. Where is a good source for the largest employers in the County – Central Coast Business Times (The Book of Lists) or Bruce Stenslie.
   2. WEV received a $450,000 grant from Wells Fargo Foundation to go towards businesses affected by the Thomas Fire.
   3. Bill Bartels is coordinating a Film Liaison Tour to bring permitting personnel from the County and Cities out to filming locations and interact with the film industry.
2. Disaster Fundraising
   1. FEMA Representative estimated that it could take 13 years to recover from Thomas Fire. This was a minor disaster, which presents an opportunity to learn before a larger-scale disaster occurs.
   2. Will have a consultant this spring to explore: Impact to Non-Profit Sector after Thomas Fire; how much was fundraised during the disaster and was anything left on the table.
   3. Needed Improvement: media.
      * 1. We raised significantly less than the other CA fire counties. The difference has been media attention.
        2. There was one news article at the beginning of the incident (received over 600 contributions from that specific link) but we missed the window of the first several weeks.
        3. Launched ThomasFireHelp.org.
        4. For the future, the community needs to establish a media fund that can be a central location for donations from the beginning of the disaster.
   4. Needed Improvement: Understanding the individual experience
      * 1. How can we better leverage technology and be able to collaborate concerning individual needs. VCCF is funding 2-1-1 case managers to assist with the LTRG.
        2. Erick and Bryan have an idea for a block-chain database that can be used to build one mass application that can be used for all relief applications.
        3. Erick and Bryan are working on a database where a non-profit organization can upload IRS 990 data and create a financial health assessment chart. This tool can help assess the health of our social safety agencies. Looks at unrestricted assets and other information in order to recommend what should their balance sheet be at in order to weather a future disaster.
   5. Inspired by $1.3 million donated for 805 Undocufund, but this wasn’t started until February.
   6. Impact to the social safety net has been hard
   7. Pop-up social service aid forms – saw several of these in the Ojai Valley. No financial responsibility when not giving to a recognized 501c3 organization, and the donation is not tax deductible. How can we address this?
   8. WDB had some funding available for outreach activities (social, media, in multiple languages)
   9. Impact for businesses that operate from home – EDC is creating a business recovery resource guide that will be available. Will expand it to include social services component so that it can be more comprehensive.
   10. What information network do we have about broader disaster impact? There is always a need for increased communications.
   11. HSA is working on updating the Mass Care and Shelter Plan. Red Cross has traditionally been the provider, but the City and County are required by law to oversee.
       * 1. Working to redefine roles and responsibilities
         2. Working with Red Cross to adjust some of their protocols: better triage when an individual enters the shelter, case planning and needs assessments at the initial outset
         3. Donation management – find an entity to take the lead, and encourage financial donations rather than item donation
   12. Need to do some “clean-up” assessment for the infrastructure in order to prepare for the next disaster
   13. Is there an annual “State of Philanthropy” report to understand the ongoing health? Would like to see an annual conversation on how we are doing.
       * 1. Civic Alliance – starting the discussion for the next State of the Region Report. Looking at the resources that went into the Thomas Fire, expanding the examination of the philanthropic organizations
         2. Commissioned a study (with Dr. Damooei) focusing on the actual philanthropic “pie” that we have access to, broken down by cities. About $1.2 billion that we are at risk of not receiving because they are end-of-life gifts at risk for being given outside of the County.
         3. Interviewed 53 of the top philanthropists in the County. Will analyze these to determine how we can better raise money. Need to emphasize the impact that donations are having and tell the story – enter the Marketing group.
         4. Want to release both sets of data at the same time, in 2019. Trying to figure out this marketing plan right now.
   14. CBDG meeting last night – policy issues and a recognition that $124 million available to address needs related to rehab, reconstruction, $88 million for watershed-type activities. Items are not identified clearly, and the process is incredibly slow.
   15. Can we help build coalitions to help smaller organizations build their resources and then bring in bigger dollars? Need to spend some serious time working to create these networks. Need to also do outreach with larger foundations and rebuild trust.
   16. Pacific Coast Business Times does an Annual Giving Guide – could be a good source of information
3. EVSP Steering Committee Online Resources
   1. Secure website with Steering Committee materials is now available
      * 1. <http://vcevsp.org/strategic-plan/evsp-steering-committee-materials/>
   2. Notify Rachel if there are any resources that you would like to see added
4. Pre-school Education – Economic Benefits and Sustainability (Vanessa Bechtel)
   1. Distributed write-up on study of early childhood education.
   2. About 11,000 children county-wide cannot get access to preschool
   3. Have funding for the study but want input and buy-in from this group. Need universal buy-in before we can ever implement any activities.
   4. Goal is to bid for the Audacious Grant in 2020 – if we can identify a business model that is sustainable, then we could have a chance.
   5. At 200 preschoolers, that is the tipping point for starting to build a network and bring in experts and create a really good system.
   6. Will schedule time for the next meeting to discuss, so please review before. Read through and determine if you would be supportive of the resulting recommendations and advocating to adopt the findings as part of economic vitality for the region. Early Childhood education is a key indicator for future economic success.
5. VCHCA Health Occupations Pipeline Education (HOPE) Summer Program Overview
   1. One example of connecting young people to career paths
   2. <https://video214.com/play/mH9ncegQ6KCymIdz0dgieQ/s/dark>
6. Census Update & Online Resources
   1. Presented to the City Manager’s Meeting – gave update on efforts and activities
      * 1. Well received and was a good reminder that this is right around the corner
        2. Were invited to present to City Council meetings
   2. VCCF developed an online resources page to coordinate the Complete Count Committee and all Census efforts. Will allow us to remain current on Census efforts.
   3. [https://myemail.constantcontact.com/Follow-up-from-9-24-Complete-Count-Committee.html?soid=1101563197222&aid=8Xxs5XB9r\_U](https://myemail.constantcontact.com/Follow-up-from-9-24-Complete-Count-Committee.html?soid=1101563197222&aid=8Xxs5XB9r_U#_blank)
   4. We are more prepared than other counties, and there are state-wide philanthropic monies available, so we need to strike now while we are ahead of the game
7. Review Status of Focus Area formation & Activities (Focus Area Leads)
   1. Economic Development
      * 1. VCEDA has tried to focus on the EVSP and expectations, incorporating this into operational goals.
        2. Business Outlook Conference focus was on Manufacturing
           1. Heard from Amgen, Haas and Meisner – Amgen expressed some of their challenges
           2. Continually heard is that cost of living is the most challenging, and trying to find the workforce is the second most challenging
        3. Focusing on housing and supporting the Housing Solutions Group.
        4. Have MOUs for information dissemination between CSUCI, CLU and VCCCD, so they can act to distribute information amongst silos
        5. VCEDA is an advocacy group, so they can be more upfront about needed policy changes and promoting those
        6. Forming a subcommittee of committee members and other players to talk about the Business Outlook comments and how they can actually be put into action
        7. Idea to copy what San Francisco is doing around teachers, but around manufacturing since it is such a critical component of the county’s economy. And also use Opportunity Zones to build housing?
        8. Out of all California Counties, Ventura County has the weakest economy in the state
   2. Workforce Development
      * 1. Key focus is working with VCCCD on an apprenticeship consortium. Met last week. Co-Chaired by Peter Zierhut (Haas Automation) and Sheralee Connors (Savage Manufacturing)
           1. Focusing on manufacturing and technology as it relates to robots and the manufacturing sector
           2. Conducting roundtables with business to understand their needs, then using this information to drive the academic programs
           3. Need ambassadors out in the community
           4. Looking at potential training facilities
           5. October 30th Kick-off with a BOS proclamation, recognizes October as Manufacturing and Apprenticeship month
        2. VCOE discussion last week bringing educators and facilitated discussions between education and business, looking at gaps in business needs and using education to fill the gaps
        3. On October 19th, Southern Central Coast Regional Consortium is meeting to discuss gaps regional educational gaps and how to create needed curriculum.
        4. Veterans Career and Job Fair - November 1st, 9am-12pm at America’s Job Center
        5. CSUCI Career and Apprenticeship fair – October 17th, 10am-2pm at Broome Library Plaza
   3. Housing
      * 1. Working on developing the Housing Land Trust, potentially to overlay with the Opportunity Zones, to create more affordable housing
        2. Housing Conference is next week – Wednesday, October 17th - <https://www.vchome.org/housing-conference.html>
   4. Business Climate, Land Use
      * 1. Vacant Lands Summary – primary task is to identify vacant and available lands for development
           1. Table that summarizes based on Zoning and City as identified by the Assessor’s Office. Be cautious using this information, but it does give a starting snapshot.
           2. Need to have a better understanding of what the Assessor’s Office considers vacant.
           3. Want to meet with the cities and refine the information, create something with more meaning.
        2. Working to develop a compendium of best practices in permitting and land use review.
        3. Working to receive feedback from all cities
   5. Infrastructure
      * 1. Held multiple meetings with County agencies. Identified programs, projects, needs and opportunities.
        2. Working to bring back what will be focus items
        3. Will then look outside at what the County is not directly responsible for, and work to incorporate those into the focus items.
   6. Arts, Culture, & Recreation
      * 1. Anticipate an agenda item and discussion next week
8. Next Meeting: Friday, November 9th, 9-11am