**EVSP Steering Committee Notes**

12/7/2018

**Attendees:** Haider Alawami (Thousand Oaks); Talia Barrera (HSA); Vanessa Bechtel (VCCF); Stephanie Bertsch Merbach (VCCF); Cindy Cantle (Supervisor Bennett); Tully Clifford (Camarillo); Gary Cushing (Camarillo Chamber of Commerce); Matthew Fienup (CLU); Matt Guthrie (District 3, Supervisor Long); Phil Hampton (CSUCI); Tracy Hudak (CreativityWorks); Rachel Linares (CEO); Melissa Livingston (HSA); Mike Pettit (County of Ventura); Stacy Roscoe (Civic Alliance); Sandy Smith (VCEDA); Lourdes Solorzano (District 5, Supervisor Zaragoza); Paul Stamper (CEO); Bruce Stenslie (EDC); Alejandra Tellez (CEO); Phylene Wiggins (VCCF); Denise Wise (Housing Authority); Trevor Zierhut (VCEDA).

1. General Comments
	* Disaster Fundraising Activities –
		1. Over 6,000 individual contributions after Borderline and Hill/Woolsey
		2. Surpassed $500,000 in distributed. Funding childcare needs and animal help.
		3. Not taking any administrative fees, plus have an independent auditor auditing the distribution of funds.
	* Thomas Fire assistance – continuing to raise funds for Thomas Fire – secured a grant for $700,000 and will be distributing those as well. Also working with 805 Undocufund (received several hundred thousand).
2. Business Recovery Resources
	* EDC is funded for VC and SB, but is also funded for LA County for Business Recovery.
	* Have people in place on Malibu.
	* All materials are available online at EDC.
	* Anyone who believes they have been impacted should immediately register with FEMA.
		1. Impacted – economic injury. Burned building, inventory, but also loss of income from sales, evacuation, etc.
	* Register with SBA (applications will be accepted for about 6 months.
	* Talk with insurance company –
	* Hotline for EDC office – they have capacity and technical knowledge to help counsel businesses both in the short- and long-term.
		1. Particularly with financial analysis to determine loss. Need to compare appropriate months to make the best estimate.
	* 2 businesses in TO that were destroyed.
	* Also need to think about those visitors who will not be visiting Ventura County because of the disasters.
	* Must focus on long-term interaction and communication.
	* Hill/Woolsey Fire deadlines
		1. December 14th – disaster unemployment insurance deadline
		2. January 11th – FEMA deadline
		3. August 12th – economic injury applications
	* Still working with Thomas Fire, even though all of their deadlines have passed – have low interest loans available
	* WDB allocated funding for outreach – funded a 1-hour interview on Spanish radio channel. Received several phone calls during and after the show to ask about recovery
3. EVSP Steering Committee Planning & Administration
	* EVSP Board Presentation - April 2019
		1. Board asked that we return in about 18 months from when the EVSP was adopted.
		2. Consider that the business recovery related to the fire are supporting the EVSP.
		3. Need to identify the key objectives and initiatives for each focus area.
		4. Rachel and Paul will review all notes, comments, articles and topics discussed, including dashboards and metrics to create a working draft of what the report will look like. Start emailing us ideas and inputs as well as bring to next meeting.
		5. This group has had a transformational affect on how our community is working together. Our ability to be of service to the community and connection to the community has drastically increased – had a profound impact. Be sure to bring this to the BOS. Highlight the Census 2020 work and alignment with EVSP.
	* There have been several items that we start need to consider funding, so it is time to stand up the EVSP Funding and Finance Subcommittee. This committee will work directly with the Steering Committee and focus area members to identify what projects need funding, and then try to make the connection to sources of funding.
		1. Bruce, Sandy and Melissa will help coordinate
4. Regional Energy Network (REN) Presentation
5. Creative Economy Presentation & Discussion
	* Two EVSP items talk about Arts and Culture, but we would like to expand the view to the entire creative economy. This can be a model in two ways: 1 – the manner in which we can take an EVSP component and operationalize it, and actualization of a key industry cluster that has great roots but is underutilized.
	* Shift form amenity-based thinking into a more strategic thinking of how to leverage components of the creative economy.
	* Industry classifications – Otis College in Los Angeles does a creative economy report every year focusing on 12 main industries.
	* CA Creative economy is huge – larger than Gross State Product of 33 states; 11% of the state economy, 12% of all jobs.
	* Impact of $2.1 B dollars, 13K employed, engaged about 8,000 volunteers – this indicates density.
	* Local Arts Index – more than double the density of creative businesses; residents spend more than other counties on arts, materials, entertainment and photography equipment. Indicates there is an appetite for the arts.
	* EVSP item is to convene an Arts & Culture Collaborative – should lay the foundation for a Creative Economy Initiative (have a portfolio of initiatives to strengthen key focus areas aligned within the EVSP)
		1. Creative technical education – identifying career pathways
		2. Industry clusters – video editing and design are clusters that reach throughout all other industries and businesses.
		3. Tourism – a sign of creativity and arts in excess of the needs of their residents.
		4. Artists – an industry not spelled out in the report. Each artist has multiple different impacts into the community (fine art; teaching; contracted graphic design services; social service – after-school programs, non-profits). Multiple different business lines through one artist. How can we support each of these different business practices?
		5. Marketing and branding – provides a meta-narrative about a place. This is how we promote Ventura County overall.
	* Where to start? Activating partnerships and existing assets.
		1. Year 1: creative business network; VC Otis Report; Creative careers guidance materials; creative business cohort go through WEV programs; gig economy workshop series
		2. Year 2: Creative business directory; teaching artist guild; arts and social change training (previously had a grant program funding collaborations)
		3. Year 3: cultural marketing platform (all cities together to try and fund); placemaking program; buskers guild.
	* Need an assessment of non-profit arts and culture organizations. Brian and Erick have plotted every non-profit organization and looked at restricted/unrestricted net assets. 6 have dissolved this year, and about 30 are within the space of closing.
	* Add to year one the fragility/resiliency of our arts culture; then try to find additional monies that are going outside of the County and try to capture these dollars with
	* Otis School of Design in LA – does an annual report of the creative economy footprint. Doing on a state-side basis, but we are aggregated with the central coast. Bruce is trying to talk with the LA EDC to disaggregate the VC data to try and get data. Need meaningful baseline of the economic footprint, and what the gap/lost opportunities are. Dr. Damoei helped build the Otis College’s model, so we do have another avenue for the data (but will cost $$).
	* Three asks:
		1. Data
		2. Serve on an advisory committee. One-on-one conversations to help shape the development of the Creative economy.
		3. This represents a paradigm shift – if there are other circles where this conversation can be had (economic social and civic impact of the creative economy) – please let Tracy know where to talk.
6. Ventura County Economic Forecast Summary
	* Headwind to VC economy from the national economy. (changes to corporate tax system are the reason).
	* How do we attract information and technology firms/jobs?
7. County Safety Net
	* Early Childhood Education Study – this group’s support is critical to moving forward with this initiative.
		1. Critical component – looking at accessibility of ECE so that everyone has an opportunity to go to preschool.
		2. Recently lost 72 preschool seats with no notice.
		3. Need to find a different model (200+ seats can become an affordable facility)
		4. Board approved $35,000 to go into the study. Want the commitment from EVSP that once the study is created, we will work to do something with this.
		5. We are pushing this to position VC as a lead community to be able to accept funds from the Governor’s Office. Also want to compete for the Audacious Grant in 2020 with a preschool access for all.
		6. Phil has been collecting information on college-bound readiness. THe 11-th grade math gaps start all the way back in preschool.
		7. VC STEM – STEM learning starts at birth – trying to increase the STEM instruction early on in education. Third grade is reflective of what happens in preschool.
		8. Housing Authority is starting a 3rd grade-level reading program with their residents, into housing developments. Involves the parents within the program, along with a bilingual element (many parents English is not their first language).
	* Critical role of caregiving for an aging population
		1. By 2031 25% of the population will be 60+ - represents a tremendous shift in demographics.
		2. State is working to develop a plan for aging and the coming age wave.
		3. Caregiving is a taxing process and can put a strain on the economy; pulls family members out of the workforce to care for elders. 87% of caregiving is done by unpaid family members.
		4. What kind of a community do we want where people can age? Structures, businesses, policies that are needed to support everyone in aging successfully.
		5. VCCF will work with Dr. Damoei to study the issue and impact, to see how to incorporate into the safety net programs.
		6. Developing metrics around how to assess how the community is doing.
		7. Healthcare, legal, financial systems to come together and see how to incorporate aging population into our planning and programs.
8. Workforce Development – Grant Opportunities
	* Applying for multiple grants and need to leverage coordination from the EVSP.
	* WDB regional plan is being modified – need to focus on lower income individuals, earmarking the CalFresh population (no current requirement to work)
		1. Also working with Child Support – non-custodial parents that are un or under-employed.
		2. Pre-apprenticeships and work based learning
		3. English language learners
		4. Disabled workers
		5. Could be about 3-5M available with just a couple of grants
			1. Workforce accelerator grant –
				1. Uniquely-abled project – highly functioning autistic who are suited towards machinist jobs. Try to establish a model.
				2. Continuation of Workforce Alliance civic internship program.
			2. Prison reemployment grant – out of prison to employment, create upward job
			3. Slingshot grant – apprenticeships and partner with VCCCD Apprenticeship consortium
			4. Veteran’s Employment Grant – support of housing, reducing homelessness and unemployment for veterans. Creating veteran’s navigator to help navigate all the program requirements.
			5. National dislocated worker grant – finding individuals eligible and meet criteria who can also help with debris removal on worksites. Over $2M to be able to fund.
		6. More money coming out that we are trying to manage independently, but need a greater network to help manage and be strategic about partnerships that can help us apply to additional grants.
9. Email us for any agenda topics. Need input on measures, objectives or initiatives for each focus area.

Get New Engines of Growth report from Tracy

Chocolate-focused environmental health regulations – our regulations are different than the state, SB, VC and more stringent than other counties/states

What are these permitting, regulatory constraints?