**EVSP Steering Committee Meeting Notes**

5/30/2019

Attendees: Talia Barrera (HSA); Vanessa Bechtel (VCCF); Stephanie Bertsch Merbach (VCCF); Sean Bhardwaj (Aspire-3); Cindy Cantle (Supervisor Bennett); Tully Clifford (Camarillo); Gary Cushing (Camarillo Chamber of Commerce); Rebecca Evans (WDB); Amanda Fagan (NBVC); John Frazier (City of Camarillo); Matt Guthrie (District 3, Supervisor Long); Phil Hampton (CSUCI); Tracy Hudak (CreativityWorks); Jeff Lambert (City of Oxnard); Rachel Linares (CEO); Melissa Livingston (HSA); Mike Pettit (CEO); Kim Prillhart (RMA); Sandy Smith (VCEDA); Bruce Stenslie (EDC); Jesus Torres (Local 585);Rigo Vargas (HCA); Phylene Wiggins (VCCF);

1. Introducing EPIC-N: Educational Partnership with CSUCI
   * Possible partnership between CSUCI and city/county entities
   * Faculty provide students, City/County provides projects and some financial support
   * 2020 Census identified as a project
   * Pilot project in Oxnard – Humanity in Homelessness
   * Contact Dr. Nam with project specifics
2. EVSP Update Report Review
   * Presenting to the County Board of Supervisors Tuesday, June 4th @9:30am
   * Printed report will be available at next EVSP Meeting (July)
3. Entrepreneurial Ecosystem Report
   * Know that entrepreneurship is the foundation of a community, but needed to understand the baseline of the community
   * Worked with Xopolis (Philip Auerswald)
   * Available on the EDC Website (Strategy and Research tab)
   * 4 key areas
     1. County-by-county examination of entrepreneurial elements
     2. Identifies the core industry sectors that are denser in Ventura than other counties
        1. Higher density in 4 areas - adv. manufacturing; defense-related industries; entertainment and tourism; information and communication technologies.
     3. 7 recommendations for items on which to focus
        1. Increase early stage firm access to equity investment
           1. EDC Invest program
        2. Naval Base Ventura County Technology Transfer
           1. EDC and Matter Labs creating the MOU and funding the research laboratory space
        3. Port of Hueneme Entrepreneur Exchange Program
           1. Also supported by the research laboratory space at the Port
        4. Ventura Global Water Challenge
           1. Managing water use and sustainability
        5. Ventura Global Lemonade Stand
           1. Intersection of entrepreneurship and agriculture - many firms on the verge of automating elements of the agricultural harvesting
        6. Job Matching and Mentorship Platform for the Gig Economy
           1. Match entrepreneurs with mentors
        7. Increasing the Accessibility of Commercial Kitchen Space
           1. Shortage of commercial kitchen space available for entrepreneurs
           2. Have restaurant buildings that might be good locations to create these – need to talk with the owners
           3. State has updated regulations for home-based food businesses
   * Longer list of projects is included at the end
   * Will renew this data on an annual basis
   * Thank you to VCCF and County - were both funding partners of the study
   * Looking for volunteers to help further each of the 7 different recommendations – how do we motivate others
     1. County EHD permitting – would need significant help. Review permitting processes for other commercial kitchens
     2. Kim Prillhart – will set up a meeting to start the conversation related to permitting
     3. Oakview Park and Resource Center – have a kitchen set up for this purpose – Cindy can help facilitate conversations with this facility and businesses who have utilized this facility.
4. Marketing & Branding Focus Area Update
   * Working to better understand the marketing efforts of business services providers throughout the County
   * Conducting a marketing audit to understand the organizations and the clients that they serve
   * Survey was released a couple of weeks ago, and will hopefully have a report to share with the EVSP committee at the next meeting
   * Hope to make recommendations for how to better market individual organizations as well as the overall business community
5. 2020 Census Update
   * Ventura County is better positioned – we have received the funding for 6 counties, and will distribute based on percentage of HTC population
     1. Allows us to track how we are doing in relation to the other 5 involved in the region
   * Almost 200 organizations involved within the CCC, and is continuing to grow
   * Educate and inform on the Census as well as to support completion of the census
   * Working with sub-committees to finalize individual charters
   * Finalizing Strategic Plans for VCCF and the County
     1. Identifies the different tasks to complete for the census
   * How can the EVSP committee help?
     1. Promote correct information to confront fear and confusion that is surrounding the Census
        1. Show up to community meetings
        2. If anything goes wrong, we will work through that process as well – our job will not stop once the Census is completed
        3. Need to identify and engage native speakers and community/grassroots leaders
     2. Empowering individual neighborhoods
        1. Faith-based, business and NPO are engaging with the neighborhoods
   * Venturacountycounts.org – will be professionally translated into the top 6 languages found within the County
     1. Launching a social media platform – harnessing this will be tremendous
     2. Talking points and information to share with groups – have a PowerPoint available
   * League of Women’s Voters – are available to present to any organization
   * 2020 Census official day is April 1, 2020
     1. Our mailed communications will start this fall
   * Might need to consider making a police/sheriff/public announcement that actual census information will not begin until next year
   * Next CCC meeting will be August/September
6. General Comments
   * EDC has placed about $2M in technology and research equipment into the lab at the Port of Hueneme. Bringing in firms, students to collaborate
   * 3 federal labs at NBVC looking for local partners to help increase their research capacity
   * Map the process for a food company to go from home-based, to commercial kitchen, to own facility. Look for the gaps and challenges
   * Consolidation of organizations involved with business licenses –
     1. No one within the County/City utilizes the same permitting process
   * Camarillo Library (George Winkler) – June 12th meeting on entrepreneurship
     1. June 12th, 8am, Camarillo Library
   * Talia Barrera is heading up the County’s Farmworker Resource Program (along with two tri-lingual employees)
   * CSUCI interns and Civic Spark partners are other student resources in addition to EPIC-N
   * County has released the General Plan Draft – conducting focus group meetings
     1. Planning Commission will have a series of meetings in June
     2. Presentation to the BOS on August 6th
     3. Hope to adopt in the Spring/Summer 2020
     4. Review the Economic section – EVSP is an addendum
   * New handout for NBVC related to land-use compatibility
     1. Working with Gold Coast Transit and CA
     2. July 8-11th will conduct a transportation study – want to identify the transportation needs of the base
     3. Want to increase alternative transportation opportunities for the base to overcome the first/last mile problem
   * Thomas Fire Recovery Grant Program launches this week (Tracy Hudak)
     1. Secured federal disaster relief funds, used a survey to determine needs
     2. Identified policy and systems issues related to the recovery of artists
     3. Ojai foundation is conducting fundraising to help augment the federal funds
   * WDB Annual meeting is on June 6th, 8-10am
     1. Electing officers
     2. Approving new budget