**EVSP Steering Committee Notes**

Ventura County Community Foundation Building

4001 Mission Oaks Blvd, Camarillo, CA 93012

7/26/2019 9-11AM

Attendees: Talia Barrera (HSA); Bill Bartels (EDC); Vanessa Bechtel (VCCF); Stephanie Bertsch Merbach (VCCF); Claire Briglio (EDC); Estelle Bussa (City of Ventura); Cindy Cantle (Supervisor Bennett); Gary Cushing (Camarillo Chamber of Commerce); Rebecca Evans (WDB); Matthew Fienup (CLU); Matt Guthrie (District 3, Supervisor Long); Phil Hampton (CSUCI); Jake Hansen (EDC); Tracy Hudak (CreativityWorks); Victoria Jump (AAA); Jeff Lambert (City of Oxnard); Rachel Linares (CEO); Gary Livingston (805 Startups); Melissa Livingston (HSA); Mike Powers (CEO); Stacy Roscoe (Civic Alliance); Sandy Smith (VCEDA); Bruce Stenslie (EDC); Jesus Torres (Local 585);Rigo Vargas (HCA); Bryan Wendt (MatterLabs); Phylene Wiggins (VCCF); Ed Williams (AGR)

1. General Comments
2. Dementia Friendly Initiative
   1. Currently older adult population in Ventura County is around 196,000; forecasted to grow to 224,000 in the next 4 years.
   2. The number of older adults will eclipse the number of children sometime this year (2019).
   3. Alzheimer’s disease – 6th leading cause of death in US; 5th leading cause in CA; 3rd leading cause in VC.
   4. Only 40% of those with the disease are actually diagnosed – about 15,000 in VC, will increase to around 25,000 in around 4 years.
   5. Only 2,200 available nursing beds for Alzheimer’s patients in VC – means that there will be a lot of Alzheimer’s patients living at home.
   6. County efforts:
      1. Educate businesses
      2. Increase diagnosis and connect to community resources
         1. Medical community – support diagnosis
         2. Piloting one-stop event for providing support to patients and their families
      3. Educate public regarding the disease
      4. Enable patients to remain in the community
      5. Address the impact of Alzheimer’s on caregivers
   7. With intellectual and developmental disabilities, the onset of the disease can be sooner
   8. VC is one of only 4 Dementia friendly communities within California
   9. Gathering information from the UK – they have made significant strides in research
   10. Training is available online through the County’s website
       1. Has searchable list of Dementia friendly businesses
       2. Posters and window cling available in English and Spanish to post at the trained businesses
       3. Public education campaign will follow after more businesses have been trained
   11. Staff is available to also come to large groups and give in-person talk
   12. Suggestion to create a case study looking at the training costs (including opportunity costs)
   13. Dementia is a disability covered under the ADA, so discrimination against an employee or a caregiver family member could result in some legal issues.
   14. This needs to be a community effort as to how we develop business policies that support the patient as well as the family caregivers
   15. In Home Supportive Services (IHSS) workers – over 5,000 in the county – increased need for these employees
       1. We are seeing a gap with middle income families that do not have the resources for private care, but don’t qualify for IHSS services
   16. Incentivizing accessory dwelling units (ADUs) to support housing
       1. County is streamlining the process for permitting ADUs
   17. What can we do to support businesses learning about how to provide services to this population?
3. County Agricultural programs
   1. The Ag Commissioner’s Office regulates and promotes agriculture throughout the County
   2. 4 overall divisions –
      1. Pesticide use enforcement – ensure that all uses are conducted in a safe manner and mitigate the dangers of using them.
         1. Provide permits, work with farmers to develop pesticide plans.
         2. Fieldworker safety interviews to assess training.
         3. Have a mobile app (Casper) that allows anyone to report unsafe pesticide practices.
         4. Investigate pesticide illnesses also.
         5. New program is testing tarps and the fumigations that are used (strawberries).
         6. Rio Mesa high school has an air monitoring station – latest report showed that we had the lowest incidents of having detected chemicals.
      2. Pest management – check nursery stock prior to shipping out (type of Pierce’s disease – notorious for impact on Temecula valley wine industry).
         1. New program is invasive shot-hole borer management program. Received one-time funding to combat (we are on the leading edge of this invasion). The borer will infect tree with fungus that eventually kills tree. This creates a fire danger because it kills the tree and creates dry tinder.
         2. Also covers invasive weed management – state is providing some funding.
      3. Inspection and compliance – ensure produce quality.
         1. Citrus syllid – make sure the vector is not being transported.
         2. Green waste monitoring program – ensure proper composting in order to kill pests.
         3. Untreated orchard abatement – abandoned orchards, issuing notices then cleaning/charging for service.
         4. Bee safe – colony health as well as theft prevention (working to register colonies). About 100,000 hives come through Ventura County every year.
         5. Industrial hemp – have started registering commercial producers (30 applied, 26 approved), about 3,500 acres registered. Potential value would place this 3rd or 4th in the overall agricultural value for the County. Drought tolerant, low water crop. Most is being grown for CBD oil. Could be a cover crop or rotational crop during the summer (for strawberry fields in particular). 3-4 month crop. Might replace some peppers or lima beans.
      4. Pest exclusion (quarantine) – shipments of plant materials – certify about 20,000 shipments that come through VC.
4. Opportunity Zone Update
   1. Functional opportunity zones need to be hyper-local (about a city block), rooted in the community, interdisciplinary (multiple entities and organizations).
   2. There is a lot of capital sitting on the sidelines, waiting to see what is going to happen within the County
   3. Currently looking at about 17 potential projects – buying buildings, investing in businesses, upgrading ag land, etc.
   4. To get the biggest financial benefit, need to try and invest in the project by the end of the year. Should also try to have that 20-year focus, 20-year business plan.
5. Thomas Fire Grant Program Research Update
   1. Received a grant from the Arts Council in order to survey artists that were affected by the Thomas Fire.
   2. Identified that there was an occupational trend
   3. Held an Artists Needs Forum last week to get in-person testimonials.
      1. Immediate, current/ongoing and future needs were identified
      2. Takeaway was that there is a need to be better networked and have better foundational connectivity, insuring bodies of artwork
   4. Destruction, displacement and disruption were the common themes
   5. Working space is a premium – the fire destroyed numerous spaces where artists worked and lived, as well as disrupted their networks (suppliers, displays, customers, etc.)
   6. Identified a lack of Arts & Council infrastructure within the County.
   7. Report is in a draft version – need to incorporate the needs forum, and then will look for a publishing partner to help promote this information throughout the County.
   8. Are there funding resources for network building? The social connectivity that helps provide all the needed materials.
6. Marketing & Branding
   1. Conducted a survey for primary service providers to assess marketing effort, marketing reach, efficacy of the results.
   2. Sean (Aspire-3) will be present at the next meeting to share the results of the survey.
   3. Continuing to meet monthly to discuss marketing activities.
   4. Overall lack of clear tracking of marketing activities and measuring referral sources; demonstrated that VCGB had a meaningful impact on business referrals to service providers. Need to look at client conversion from VCGB website.
   5. Total clients served across the county is about 2,000 businesses per year, representing 2-4% of the entire VC business community – lots of room for growth. Working to define what percentage is healthy for them to work with.
   6. Common solution/platform/website will likely be a recommended solution, housed under a business service provider, and that funding will be needed.
   7. Working to build the connections between the business service providers first and coordinate efforts.
7. 2020 Census Update
   1. Census was featured in the WDB radio piece.
   2. Chambers are coming together and inviting presentations.
   3. The State has a complex, interactive GIS mapping, which could be a supportive resource for the future.
      1. The County is developing a public-facing website to help promote census centers and kiosks.
   4. Census is a huge tool for the diversity and inclusion initiative of the EVSP
   5. August 27th is the next Complete Count Committee Meeting – 8:15-9am will be an orientation of sorts; 9-11am will be the actual meeting.
   6. Working to partner with CSUCI to have 50 student interns with supportive faculty members; will go around the room in the October meeting, enter into the SwORD Database, and will then plan for activities to begin in January.
   7. County is coming to the BOS in September/October to secure funding. Held a meeting with all department heads yesterday and is creating an Implementation plan for county activities.
8. Business Migration Study
   1. Fundamental question – do more businesses move into or out of the County?
   2. Not looking at where is the growth/migration, not firms that retained primary residence and moved a portion elsewhere; nor the reasons for why moving in/moving out.
   3. Currently is not any replication of this data.
   4. Used Dunn & Bradstreet NETS as well as “Your Employment Time Series”.
   5. Routinely told that businesses are leaving Ventura County, but the study shows that there is a consistent inflow of businesses – this has occurred in all but one of the last 20 years. Only represents about 2% of all firms, so this is fairly insignificant in terms of the overall impact to the economy.
   6. Net gains in terms of number of jobs and amount of sales.
   7. The size of businesses that move out average 16 and had lower sales per employee; size of businesses that move in average 14 and had higher sales per employee. More efficient firms moving in.
   8. Implications –
      1. Business flight is mischaracterized. Not a cause or symptom of our current economic situation. Not a meaningful way of understanding our economic problems
      2. Need to focus on the items that matter – slow growth of existing firms; decline in higher paying sectors, replaced by lower; shortages of housing, labor force and new firm start-ups.
   9. Ratifies the idea that we need to talk positively about the business friendliness (while still working to continue improving).
   10. Next – detailed analysis by industry sectors, source and destination of movers. Focusing on cross-county movement. Talking with the Governor’s office to do this same analysis for the entire state.
   11. Should look at those who look at business “churn”, business creation

Next EVSP Meeting: Friday, September 27th (9-11am, VCCF Board Room)