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EVSP Steering Committee Kick-off Meeting

County Government Center

3/9/2018

Action Item List:

- Paul and Rachel: Build charter for the group.
- All members – provide suggestions of others that should be added to the Steering Committee and/or Focus Area groups.
- All members - bring some update/progress assessment of activity, names of participants, formation efforts of sub-committee.
- All members - Identify an alternate to attend the meetings in case you are not available. Send the name and contact information (phone and email) to Paul and Rachel.

1. General Comments

- a. Invite suggestions if you would like someone to be added. We do not want to duplicate efforts or groups, but we are able to add additional members.
 - i. Pharos center for innovation – want to help highlight and have an innovation conference in 2019 to highlight the “gems” within the county.
 - ii. Housing Solutions Coalition – includes AMGEN, NBVC, Ag, John Krist – coming together to start this discussion.
 - iii. Environmental organizations involved in the focus groups.
 - iv. Huge community for tourism, and we need to involve them in the conversation. Visit California – calculated that visitor-related spending and employment ranks last in the coastal counties. We are about ¼ or 1/5 of what Monterey county has – we have a lot of room to move and build.
 - v. MBA group (on the tourism side) who can understand how to channel people off of the highways – it is hard to navigate from the train station (walking distance). Some simple changes in how we funnel people off the roads can create
 - vi. Representative from the City Manager’s group.
- b. The EVSP interfaces with the General Plan both through Chris Stephens (Chris’s group is coordinating general plan update process). The EVSP is meant to highlight what we can be working on right now in order to make a difference right now. The General Plan is longer-term. The General Plan update team will consider the EVSP items as they craft the GP going forwards.
- c. VCCF offered the possibility of a grant to fund a talk/workshop/assistance from Dave Logan. Mr. Logan is an expert on tribal leadership, and we are basically working to create a stage 5 tribal community – raising from focused coalitions to the economic region as a whole.
- d. Silicon Valley Foundation believes that Ventura County is the most at-risk county to not be accurately counted in the 2020 census. We have pockets of marginalized groups that are not counted. The County is designated as the lead for the Census, but the activity happens in the cities.
- e. County is open to different funding activities. We are aligning EVSP activities with what is already in effect in the County – better aligning who we already have and taking a different approach to our work. When we become “tapped out” we will readdress funding.
- f. The Port of Hueneme plays such a large role – running 800 rail cars a week from the port. Have secured funding to deepen the harbor by 5 feet, which will allow for greater size of ships.
- g. Within Table 1 - A9 might not belong in Business Climate. Paul will assess.
- h. Vanessa Bechtel is working with the Community non-profit organization. They can possibly help provide information on what the community needs assessment is. She will send out the RFP to the EVSP Steering Committee so that the group can see what is being developed.

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2. What makes the EVSP unique so that we can explain it to others?
 - a. The EVSP was developed by the partners throughout the community.
 - b. The EVSP doesn't look for the County to lead and direct everything – instead the County supports those that are already working.
 - c. We've never done this before – the cities have plans, but the County doesn't.
 - d. Taking what is working and doing it more effectively.
 - e. Identify the big picture and help prioritize the County's efforts
3. Steering Committee Roles and Responsibilities
 - a. Prioritizing and recognizing initiatives.
 - b. Acting as a convener (tell the County where we can act and affect change and improvement).
 - c. Balance the EVSP activities to make priorities visible and work on something tangible.
 - d. Determine how to inventory what is already in place so that the Steering Committee/Focus Area Groups can identify what is already covered and what needs action and attention?
 - e. Oversee implementation of entire plan
 - f. Develop coordination system
 - g. Monitor and guide implementation activities
 - h. Report on overall accomplishments
4. Committee Focus Areas – Table 1 is the logical grouping of focus groups outside of this Steering Committee.
 - a. Economic Development
 - i. Oversight volunteered by Gary Cushing, Sandy Smith and Bruce Stenslie
 - ii. Proposed to add philanthropy to this focus area
 - iii. An economic driver that can be tackled by philanthropic activities could be a preschool for all program, or neighborhood clinics. These could be addressed through philanthropy, providing us an opportunity to engage major donors.
 - b. Workforce Development
 - i. Oversight volunteered by Phil Hampton and Melissa Livingston. Alexandra Wright will likely oversee focus area as well.
 - ii. Includes preschool and first 5 through college.
 - iii. Internships will be a big component for the workforce development – will have a place on the HR page listing all of the internships available within the County.
 - c. Infrastructure/County Services
 - i. Oversight volunteered by Vanessa Bechtel, and will also include a designated County representative.
 - ii. Proposed to include safety net services, health, roads and VCTC but also service structures.
 - iii. Macro-level – how do we connect the communities through the open spaces? The county is critical to this service. Building affordable housing around the transportation infrastructure (DOT) creating density in order to get funding for transportation. We need to make transit more usable, accessible and sensible. Water and sanitation systems are also in a very bad state, as well as broadband (competitive disadvantage in the 21st century). Promoting ways to work within the permitting and regulations – comply with the regulations but still expanding.
 - d. Housing
 - i. Oversight volunteered by Denise Wise. Dr. Matthew Fineup will be asked to participate.
 - e. Business Climate
 - i. Oversight volunteered by Chris Stephens, and will also include a designated City Manager representative.
 - ii. Proposed to include regulatory focus/issues.
 - iii. How do you create a business-friendly environment within the regulatory boundaries? Eliminating the uncertainty. How do we prepare the business to most effectively communicate with the regulator and efficiently navigate through the process? How do we help grow the corporations that are here and help them to stay? How do you communicate that VC is one of the best places to get things done? The Went brothers see what is happening under our noses

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and can help bring awareness. The most frustrating issue of doing business is when the CA Chamber says CA is the worst place to do business – this creates the expectation that we will not be able to get/retain business. Improve the messaging around the success and the progressiveness of the county.

- iv. Camarillo is looking at their procedures for economic development because they understand that they are antiquated. This inventory of “what are the regulations in each city”, benchmark where we are, and compare to make improvements. Changing the mindset of “We don’t do this”. Inventory, but then transform the County attitude to “how do we do this?”
- v. Should not focus on what we are over or under regulated, but whether the regime is operating efficiently. What are the regulatory impacts?
- f. Arts, Culture & Recreation
 - i. Proposed to be overseen by Tracy Hudack (Spelling?) and possibly a representative from the bike coalition (Cindy Cantle will research).
 - ii. Proposed to encompass marketing – tell the story of why young professionals should want to live here.
- g. Proposed: Branding
 - i. Focused on creating regional messaging and telling the story that the County is a good place to be. How do we brand the Ventura County brand? There is a West Valley Tourism group, but not an east county group. Include Erick and Bryan Went (co-chair?) in the Business Climate sub-group – MatterLab, the voice of the start-up community
- h. Proposed – Funding and Finance
 - i. Proposed to be overseen by the CFO of the Housing Authority
 - ii. There is a lot of money that organizations throughout the County are losing out on, so how do we identify the groups that have capacity and could qualify for the funds. This is also breaking down the entitlement that “it’s my money” perspective. Help provide the technical support to non-county entities to apply for funds. Venture capital for start-ups. Will have work to do initially to sort through. Can help open up perspective on what results are possible. This committee can wait to meet until towards the end, once the other groups have information to provide.
 - iii. Inventory process – ask their funding and where it is coming from, so that we can get an idea of who is working with what funds from where. The subgroups will have this knowledge, and then need to bring this information together for the group.
5. Implementation Principles
 - a. The county role is as convener and facilitator to help create the space for discussions between the involved groups (with meaningful dialogue and solutions).
 - b. We have to embrace regionalism – focus on creating and supporting a quality skilled workforce, thinking regionally about resources and assets. The start-up community can be a great place to inspire this regionalism.
 - c. Fighting the perception that VC is not innovative and producing jobs through entrepreneurship. We are middle of the road right now in terms of entrepreneurship. But with improved communication and coordination we can build upon this. How do we network the communication effectively? This can be the County and EVSP’s roles to constantly share and reaffirm this vision.
 - d. Understand the basic social services, and where the pain points are. Where are there safety nets, and where are they in trouble? We need to know how we can respond. FoodShare is an example from last year. The Thomas Fire was a “mini-disaster” so that we can figure out what to do now before a larger disaster occurs. Where are people being missed?
 - e. Leverage existing groups – we do not want to duplicate efforts. Need help identifying where activities are already moving forwards, or where there are gaps.
 - f. Would like the Steering Committee to have the global perspective of the plan, with additional focus groups focused on individual items. Your input will help outline how this will take place, and how the implementation can be adjusted as we go forwards and report progress and accomplishments.

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- g. The group needs to look at the action items and see what is already in place. The subcommittees are responsible for diving into this and coming back to the Steering Committee to recommend action to be undertaken.

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