

EVSP Steering Committee Meeting Minutes 5-11-18

1. General Comments
 - a. Startups VC – 24 teams applied - applications required a predefined team, goals, company. Accepted 17 of the 24. These 17 made a 10-minute presentation to the group Friday night. Saturday contained mentoring sessions. Sunday was the judging – first round was presenting to the SME. Total of 5 came back and presented to the panel of judges.
 - i. Food Origins – mobile device for tracking produce in the field and understanding production trends in order to predict future growing patterns. Already working with agricultural companies in VC.
 - ii. iCode – method to allow first responders to communicate using smart phones during an emergency situation. This alleviates the problem of using different radio frequencies during an emergency event.
 - iii. About ½ of the teams will still move forwards. The mentorship was valuable even if they didn't win.
2. Draft Charter
 - a. Reference on back page to steering committee roster – recommendation to attach the actual roster the end/back of the charter.
3. Focus Areas
 - a. Marketing/Branding – both Brian and Erick are interested in being involved. They would like a brief overview of the plan, and an idea of the end goal.
 - i. Heidi Hayes (The Agency) will be a part of the committee.
 - ii. Is in the process of scheduling a first meeting and are working to identify the goals of the group.
 - b. Workforce Development
 - i. There was a WDB committee that met this week – about 25 invitees representing labor, business, education, workforce and nonprofits. Practiced a visualization exercise – focusing on what a vibrant community would look like if they were successful.
 - ii. Discussed key gaps in the action items from the plan. Many of these gaps are challenges that the EVSP group is addressing. Discussed the interdependencies between their group and the EVSP. Also discussed collaboration and partnership, and how their group could do this better.
 - iii. Need a workforce pipeline that supports the community, and this needs to be driven by the business needs. Business is in the driver's seat and education wraps around them and supports the creation of the talented workforce. Connecting business and education is the key piece and activity that needs to be put in place.
 - iv. Discussed the top three obstacles to education and business. Will follow up with these in creating action items and activities.
 - v. Looking at how well integrated/coordinated are we on the idea of business engagement. Who is constantly talking to business and education and the workforce programs?

1. Significant need to create a current condition map of all these organizations and how they go about their activities, measure success, how they are organized, what drives them. This could create a mutual awareness, protocols for information sharing, and make sure that this is sustainable.
 - vi. Need to be nimble, and able to pivot to different jobs that are new and developing.
 - vii. Being funded by WDB funds. Designated as a board and region – gives us the flexibility to not have to coordinate multiple boards.
 - viii. Continuing a discussion around workplace learning and apprenticeships – this is a focus of the funding.
 - ix. Small businesses and self-employed number about 50,000 in the county. Needs to be supported by entrepreneurship and education. This number has not really grown over the last several years – has stayed stable. No breakdown for the number of home-based, or age of the person. Business licenses could be a way to track this, but not everyone gets a business license.
- c. Housing
- i. Have a program called Housing Matters. This will turn into a mobile presentation that can be given throughout the County compiling statistics and telling the story of how housing affects everything and everyone.
 - ii. The goal is to drive awareness to create political will related to housing. Typically slotted into low-income categories, but the goal is to change this perception. We need to build a common platform and make housing issues public and relevant to everyone. We don't have a spectrum for housing in this county. The first step is to build awareness and political will.
 - iii. HUD has put out main street vouchers – for youth aging out of foster care and for non-elderly disabled. Both are still Section 8 vouchers.
 - iv. Convening a group to apply for these Section 8-11 or the main street housing. County hospital is not at this table – this is a significant challenge and they need help. For medically complex homeless, the hospital has a large stake in being involved with this conversation. Would like the CFO – need to talk numbers. What does it cost per day, swing beds?
 - v. Need more data in a consolidated format. How many are with housing authorities and in their data.
 - vi. Housing Solutions Group has a greater array of participants. Addressing NIMBYism and policies that are focused on housing. Presented a public hearing in TO.
 1. Thousand Oaks did a study of land use within the city (zoned and residential limits) and identified certain areas that have capacity for development, or areas that were underdeveloped. Identified 5,000 units that were under-zoned. Wanted to take about 1,100 to mark as infill sites and support RHNA numbers. Council responded by voting to locate those units to infill – because of the support and voices from businesses and individuals – solidarity and breadth of the voices. Need

to focus on the policies that support housing development and educating elected officials.

- vii. Ventura and Marin Counties have been identified as two CA counties who are not doing our share to positively impact housing.
 - viii. Need to blend the two sides of the county and create the sense of urgency needed to address this housing situation.
 - ix. Is there a clearing house for all of these reports and data sources for all of these pieces of research? Housing Matters will be this clearing house of data and statistics.
 - x. EDC-VC has a lot of data, but you still need to craft the story around the data.
 - xi. There are those that have vouchers but can't find an affordable unit, and also those that are in public housing and can't make/afford the transition into the regular housing market – there needs to be a bridge.
 - xii. 200 bills related to Housing in the last CA State session – beginning to take away power and decision-making with land use/policy because the local governments are not doing this themselves.
 - xiii. Look at the SLO model of workforce housing
- d. Safety Net, County Services
- i. Forming work groups around the 2020 Census and making sure that we can set the stage to get an accurate count.
 - ii. Preschool – reached out to CDR (Jack Nelson?) and he will join for this sub-group.
 - iii. Vanessa is working to get data on the potential dashboard for the EVSP.
 - iv. Main goal is to try and draw down state and federal funds by strengthening our data and working on preschool issues.
 - v. County Public Health will be hosting a Health Equity Conference – focusing on creating and supporting health communities. Zip code matters more than your genetic code – using this phrase a lot to convey the importance of your environment.
 - vi. Youth recreation programs? There are disparities within cities in the region – could this be addressed to help promote youth activity levels. When there is development, need to make sure there are recreational areas and open space areas.
 - vii. Next forum will focus on the Built Environment and discussing best practices throughout the state. General Plan has a strong emphasis on health and how it relates to the overall community health. Park space per resident could be one metric.
 - viii. Offered to partner with all of the city managers and the city councils to provide this information.
- e. Economic Development
- i. Xopolis data highlights – see handouts.
 - ii. Creating space-based opportunities are not an accelerator of entrepreneurship and are not an indicator of entrepreneurial success.

- iii. VC ranks low based in self-employment. Disproportionate calculation for smaller counties (lower population, same number of self-employed calculates higher). But also we are more expensive to live, and this could cause people to look for more stable employment and not be able to support themselves through self-employment.
 - iv. Full report will be released next Thursday to the EDC-VC Board. Will soon move to analysis and then creating action items.
 - v. Crunch Base is a reliable way to measure and compare this activity.
 - vi. Working with the Kaufman Foundation (think tank) and using their standards and processes.
 - vii. This will be posted to the EDC-VC website, having interactive data updated annually. Might not be able to get the national data but will still have the regional data.
 - viii. Accelerating entrepreneurship –
 - 1. How well are we retaining our existing businesses?
 - 2. How well can we attract new business?
 - 3. Can we support entrepreneurs?
 - ix. Will be launching a program (EDC-VC and Matter Labs) to bring together about 60 equity investors that are based out of Orange County to bring their investment here. Have to use their same scoring method, and use Matter Labs to vet/bring in the firms.
 - x. Will convene local entrepreneurial experts and the EVSP Steering Group to review all of the findings from this study.
 - xi. There are opportunities for branding and marketing VC and its potential to support entrepreneurs.
- f. Infrastructure
- i. Assessment – energy and clean power alliance; 3CREN – regional energy program; ongoing work with VCREA.
 - 1. Met with SoCal Edison to discuss their roadmap for future energy production. The % of clean energy is growing, but there is a lot of disruption focusing on energy storage rather than production. Focusing on different infrastructure.
 - 2. Water – Proposition 50 and 85 – generated significant funds for water projects. Connecting Ventura with state water is a potential future issue; managing salinity in ground water.
 - 3. Transportation – SB1 impacts.
 - 4. Broadband – consortium focusing on all public entities to inventory their assets (existing fiber and conduits) that could lend themselves to connecting cities.
 - ii. Working to find alignment of different programs and the EVSP
 - iii. Action – where are the gaps based on the assessment and where do we need to fill these gaps.

- iv. County zoning ordinances looked at solar but not at battery storage – will probably be coming to the BOS within the next 6 months (batteries tied to panels as well as stand-alone battery facilities).
- v. Community Choice Aggregator – partnered with SB and SLO to research starting our own, but we decided to join the one being developed in LA County. The County and the majority of the cities, plus SB county have joined.
- g. Business Climate & Land Use
 - i. Working to build the leadership team – will include Jeff Lambert, Haider (TO), making contact with existing committees to gain participation.
- h. Arts, Culture & Recreation
 - i. Trying to develop a consortium. There is a lack of infrastructure for arts & culture. Working to try and involve partners but not get delayed by individual organization needs.
- 4. General Comments
 - a. How will we later identify resources and funding opportunities? We need to look for additional resources, especially within the private sector, and then strategize how to make these resources available.
 - b. How do we frame what success looks like?