

**SANTA CLARITA VALLEY CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT COMMITTEE MEETING
JANUARY 21, 2010**

Place: Poole & Shaffery, LLP

Time: 11:30am

Attendance: 17

Introductions/Welcome to new attendees – Charles Aguayo, Debi Acker-Zolnoski, Denis Wolcott, Randy Wrage

Opening of Meeting (John Shaffery, Committee Chair)

Economic Overview of Local Economy (Jason Crawford)

1. November Economic Snapshot
 - A. 2009 City sales tax is down 20% from 2008
 - B. Total filming for 2009 is estimated at \$22 million
 - C. Unemployment in S. C. is 7.5% compared to State and County at 12.2%
 - D. Seventeen building improvement permits; thirteen certificates of occupancy (mostly retail); and seven permits for new townhomes or condos were issued during November
2. E-plans, for electronic project plan submittal and review, will start February 26.
3. Funding for a feasibility study on conference/convention center will be discussed at the next City Council meeting.
4. An ordinance to reduce the maximum recycling deposit from \$50,000 to \$25,000 will be read at the January 26th City Council meeting.

Comments: Larry Mankin requests that those in favor of the conference center attend the City Council meeting to show their support.

Sub-Committee Reports

Community Lending – Charlie Gill, (Sub-Committee Chair)

Meetings are held on the second Thursday of the month at the Chamber of Commerce at 2:00p.m.

1. A handout was provided updating the status of the proposed borrower/lender web portal including the determined functional requirements:

- A. A case study or example of how banks are working with small businesses
 - B. A “Q & A” or “FAQ” section
 - C. Sponsored content
 - D. Our debated “form”
 - E. The Product matrix
 - F. Lending statistics
 - G. Grant program from the City of Santa Clarita
 - H. Other credit alternatives
2. The committee has “buy-in” on the concept from several banks and commitments from two for potential funding of the site.
 3. The committee has questions regarding the funding and timing of the creation of the portal. The wish of the committee is that the EDC will “front” the costs to give the committee a stronger opportunity to sell the concept to local banks and financial institutions.

Comments: Larry Mankin requests that the committee consider adding the portal to the City of Santa Clarita and the SCV Chamber of Commerce websites.

Target Industry & Commercial Real Estate Outreach – Jim Backer and Marlee Lauffer (Sub-Committee Co-Chairs)

Meetings are held on the second Wednesday of the month at Newhall Land at 8:30am. (Newhall Land is moving soon).

A copy of the committee report was distributed and discussed.

1. 2009 Project Overview
 - A. October event at Mannkind
 - B. Data Collecting. Data from various organizations needs to be compiled.
2. Potential Projects/Ideas
 - A. Two outreach receptions are being planned for February to introduce the Santa Clarita Valley to companies located in the LA region.
 - B. Presentations to tenant rep brokers.
 - C. Get testimonials from current employers
 - D. Competitive comparisons to other cities (Ken Deakins)

E. Santa Clarita map (CBRE)

Comments: None

Tourism – Barbara Myler (Sub-Committee Chair)

Meetings are held on the second Wednesday of the month at Newhall Land at 9:45a.m.

A copy of the committee report was distributed and discussed.

1. Past and present objectives.
 - A. Monthly meetings are held to discuss attracting new major events and supporting current events.
 - B. Participate on the City of Santa Clarita’s Tourism Board as a liaison to the business community.
 - C. Provide advocacy to local businesses to accommodate local events.
 - D. Provide a business centered view of events such as bringing back the PGA Golf Tournament.
2. Future goals of the committee will focus on sports tourism outreach, marketing and administration. The committee may possibly be asked by the City to help reduce its budget for tourism.
3. The committee is considering conducting a survey or focus group reception to tap into new possibilities with business leaders.

Comments: None

“Think Santa Clarita Valley” – Kevin Leahy and Jason Crawford (Sub-Committee Chairs)

The next meeting will be on February 11th, at 4:00pm at City Hall. Chairs will meet at 3:00pm.

A committee report was distributed and discussed.

1. 2009 Committee Accomplishments
 - A. Unified local entities to support the Think Santa Clarita Valley campaign.
 - B. Formed six sub-committees to organize critical segments of the campaign and to formulate and execute specific plans.
 - C. City and County funded bus wraps, banners and media buys.
 - D. Launched www.thinksantaclaritavalley.com website and Facebook Fan page.
 - E. Publicized through articles in the Signal and KHTS; including a jingle contest and window decals and flyers.

- F. Participated in community outreach events
 - G. Campaign bus blitz day on November 10th
2. Plans and Initiatives for 2010
- A. Relationship of Think Santa Clarita Valley and Economic Development Corporation in relation to monitoring efforts, and follow-up.
 - B. Prepare a 2010 budget including all required funding needs.
 - C. Media buys
 - D. Update window and auto decals, brochures and flyers
 - E. Continued participation in community events
 - F. Set a Think Santa Clarita Valley event this spring
 - G. Continue to expand opportunities to gain exposure for the campaign and fund-raising through contact with SCV Moms group, coordinating efforts with the Chamber of Commerce, interfacing with schools, expanding opportunities with the B to B and community outreach committees.

Comments: Questions were asked regarding the campaign graphics. The committee will consider a possible logo design change and funding for those changes.

Promotions – Jill Mellady (Sub-Committee Chair)

The next meeting date will be announced.

A copy of the committee report was distributed and discussed.

- 1. Overview of 2009's efforts.
 - A. SCV Economic Town Hall Meeting
 - 1. Developed strategic plan and secured venue
 - 2. Developed logo and headline
 - 3. Identified and supported key note speakers
 - 4. Partnered with city and county agencies
 - 5. Created a major marketing and advertising campaign
 - 6. Secured SCVEDC.org website
 - 7. Printed and distributed a help resource guide

8. Developed an attendee database
- B. Maintained Chamber of Commerce website for EDC and submitted press releases.
2. 2010 Initiatives
 - A. Logo and tagline development (a sample was presented)
 - B. Stationary package (a sample was presented)
 - C. Overview brochure
 - D. Presentation folder
3. SCV EDC branding and marketing matrix was provided

Comments: None

Economic Development Corporation – Larry Mankin (Sub-Committee Chair) and Bill Kennedy reporting.

Meetings are held on the third Thursday of the month at 3:00pm at Valencia Acura.

1. The corporation has received IRS approval.
2. Fund raising
 - A. The budget goal is \$523,000. A final budget announcement will be made soon.
 - B. Will visit Sacramento in the next 30 days to vie for funds.
 - C. 2010 Washington DC trip; with assistance from Congressman McKeon's office the corporation will seek funds.
 - D. Have created a list of benefits for contributors.
 - E. Don Fleming is having a lot of success raising funds from private companies.

Comments: None

Technology – Joe Messina (Sub-Committee Chair)

Meetings are held on the third Tuesday of the month at Wildcat Technology Solutions at 1:00pm.

A copy of the committee report was distributed and discussed.

1. Messina discussed projects that the committee has completed

- A. The ThinkSantaclaritaValley.com website was moved to Wildcat servers
 - B. Secured SCVedc.com/net/org for the EDC
 - C. Links are set up for EDC Executive Director search
 - D. Creation of a “Tech Request” form.
- 2. The committee has met with other EDC committees to review projects
 - 3. On going projects:
 - A. Internet comparison Sheet
 - B. T-1
 - C. Fiber (5MB, 10MB)
 - D. Roadmap the likely technologies the SCV area should focus on

Comments: None

Small Business Development – Bruce Getzan (Sub-Committee Chair) report by Leah Pollack

Meetings are held on the third Wednesday of the month at College of the Canyons.

- 1. An article published in the Signal on the Enterprise Zone was distributed and discussed outlining new legislation that threatens to make it more difficult for business to qualify for tax breaks. Pollack asks the EDC and business owners to become active in protecting Enterprise Zone business tax breaks.

Comments: None

Other Business

- 1. Larry Mankin invited committee members to support the Disney project by attending the Scoping meeting being held tonight at 7:00pm at Hart Park. Mankin also announced that he has been speaking with a technology company that is considering relocating to Santa Clarita.
- 2. John Shaffery reminded members of the Chamber Installation Dinner to honor 2009 Chair Bill Kennedy. Shaffery also reminded members of the Chamber’s February monthly lunch that will feature speakers from Poole and Shaffery LLC on the subject of Employment Law Update.

There being no other business, the meeting was adjourned at 1:00pm

Lunch was provided by Grills on Wheels

The next meeting for sub-committee chairs and new members will be on February 18, 2010 at 11:30am at Poole and Shaffery, LLP, 25350 Magic Mountain Parkway, Second Floor, Valencia, CA 91355. Chaired by Jim Backer.

Attachment: SCV Chamber Economic Development Sub-Committee Roster

Minutes compiled by Cheryl Ramirez, SCV Chamber of Commerce