

**SANTA CLARITA VALLEY CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT COMMITTEE MEETING
NOVEMBER 19, 2009**

Place: Poole & Shaffery, LLP

Time: 11:30am

Attendance: 21

Introductions/Welcome to new attendees – Ryan Riske, Dave Oppenheim, D. Hernandez

Opening of Meeting (John Shaffery, Committee Chair)

Economic Overview of Local Economy (Jason Crawford)

1. September Economic Snapshot
 - A. Tenant Improvements increased
 - B. Residential Notice of Defaults are less than 200 per month
 - C. Unemployment in SC is 7.9% compared to Lancaster at 17%
 - D. Thirty five (35) new residential permits were issued.
2. Disney/ABC Studios at Golden Oak Ranch will build about 12 sound stages creating approximately 3000 construction and 2800 permanent jobs. The City is already receiving calls from other studios wanting to be located by Disney.

Comments: John Shaffery recommends that this Committee and its members support the Disney project.

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 of information concerning the proposed Community Lending web portal (INVESTSantaClaritaValley.com) was passed out and discussed covering the Key Objectives; the Value Proposition (for participants); the Key Metrics (reports); Other Ideas; and a chart showing a cross reference between banks and loan services offered.

Comments: None

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.

A copy of the committee report was distributed and discussed.

1. On October 28th the Committee held a reception attended by executives of 12 larger companies located in the Santa Clarita Valley. The goal was to acquire these businesses perspectives of being located in SCV. Overall the feedback was very positive. They like the quality of the workforce, access to key vendors, access to US Postal Service and private shipping companies, the City's Enterprise Zone (some requested more information) and local schools.
2. Two meetings are being planned for January to introduce the Santa Clarita Valley to companies located in the LA region. Current targeted invitees are Nestle, NBC, Sunkist, and the Disney Company

Comments: With regards to the Enterprise Zone, Jason Crawford covered some of the criteria needed to qualify, and noted that complete information can be obtained from the City website (www.santa-clarita.com).

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. Ms. Myler discussed new, current and long range events and also gave details on other upcoming events. A possible new event being discussed is an International Youth Festival at College of the Canyons.
2. Myler also stated that a few of the goals of the Committee are to keep people connected; help hotels to be aware of local events; and to provide advocacy to local events.
3. A lack of local venue was noted as a stumbling block to drawing in new events, noting that Henry Mayo Newhall Memorial Hospital holds three events outside of SCV due to lack of venue.

Comments: Ian Lamont announced that the 2nd Annual Rock N' Ride New Years Eve Party will be a "safe and sober" event at Six Flags Magic Mountain.

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

The next meeting will be on February 14th at the Chamber.

A committee report was distributed and discussed.

1. The Think campaign “Bus Tour Blitz” event went very well and overall response from business owners was very positive.

Event highlights:

- A. The City allocated a “Think” bus for use the entire day.
 - B. Tour started with a press conference at Bristol Farms and was also covered by The Signal.
 - C. There were 40 volunteers (mostly Chamber Ambassadors) that were given talking points, distributed updated Think campaign flyers and non-static decals, and collected business cards.
 - D. 150 businesses were visited throughout Castaic, Stevenson Ranch, Old Town Newhall, Canyon Country, Saugus and Valencia. Most visits were with small independent storefronts as large chains needed corporate approval to participate in the campaign.
 - E. KHTS radio gave on air interviews with Kevin Leahy and Stacie House.
2. Other campaign updates:
 - A. The Community Outreach Sub-committee has reserved a spot at the 3rd Annual Santa Clarita Literacy and Arts Festival on December 5th for the “Think” booth. Volunteers to man the booth are still needed. Moira Lamb (of Sing, Sign and Play) will be performing at the booth.
 - B. Leahy raised questions about the status of the campaign website, and future campaign fund raising plans.

Comments: Jason Crawford said that the City will turn over the Think Santa Clarita Valley website to the Committee, possibly in January. He will work with the Economic Development Committee through the transition, and will then remain as part of the Committee.

Promotions – Jill Mellady (Sub-Committee Chair) No report.

The next meeting date will be announced..

Comments: None

Fundraising Committee – Larry Mankin (Sub-Committee Chair) No report.

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

Comments: None

Technology – Joe Messina and Chip Meyer (Sub-Committee Co-Chairs)

Meetings are held on the second Tuesday of the month at Wildcat Technology Solutions

A copy of the committee report was distributed and discussed.

1. Messina discussed projects that the committee is working on;
 - A. Accessing the Think logo and working on website enhancements and needs.
 - B. Working to bring all EDC website names acquired by the committee to the EDC under one registration owner.
 - C. Working with Invest Santa Clarita Valley on new web site.
 - D. Creation of a “Tech Request” form.
 - E. Comparison Sheet.
 - F. Met with Dana Cop regarding Partner Program to assist companies with provider service in SCV. Chip Meyer noted that the entertainment industry is heavy tech user.

Comments: There was an open discussion of cell use and towers in the area.

Small Business Development – Bruce Getzan (Sub-Committee Chair)

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

1. The Committee is currently working on the best way to get information to small businesses regarding services offered at the Center.
2. The Grants Office is looking at how Federal dollars will be released.

Comments: None

Other Business

1. John Shaffery reported that Jim Backer will be joining the SCV Chamber Executive Committee representing the Economic Development Committee.

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

Lunch was provided by Kona Crisp

There will not be a December meeting. The Committee members are invited to the Economic Development Committee “Thank You” luncheon on December 17th at Salt Creek Grill (24415 Town Center Drive #115, Valencia) at 11:30am.

Minutes compiled by Cheryl Ramirez, SCV Chamber of Commerce