

**SANTA CLARITA VALLEY CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT COMMITTEE MEETING
February 18, 2010**

Place: Poole & Shaffery, LLP

Time: 11:30am

Attendance: 18

Introductions/Welcome to new attendees – Toby Lawrence, Eat Shop Live Network, LLC; Michael Keefe, Manufacturing Consulting; Tim Shaner, Capital Consultants; Josh Premako, The Signal

Opening of Meeting (Jim Backer, Committee Chair)

Economic Overview of Local Economy (Jason Crawford)

1. December Economic Snapshot
 - A. Twenty six new residential building permits issued
 - B. Nine Certificates of Occupancy were issued
 - C. Unemployment in S. C. is 7.4%
 - D. Notice of Defaults are down 36% from December 2008
 - E. Sales Tax Revenue for July, August and September was down 13%
2. The Industrial Development Authority (IDA) is moving ahead to issue bond money for businesses classified as industrial.
3. There will be an Economic Development Summit at 9:00am on February 23rd at City Hall.
4. The Santa Clarita WorkSource Center opened its new location at the University Center at COC.

Comments: None

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. The Committee's report was distributed and discussed.

- A. The report outlined the Committee’s attempt to solve the local credit crisis by creating a community fund that would be combined with bank funding to trigger loans to local businesses. They found that although the concept was accepted by all, offers to support the fund financially have not come forward.
- B. The Committee then focused on providing local business owners assistance by creating a “web portal” that would help to educate, connect and facilitate awareness of community and lending sources. The content, design concepts and key functionality were developed; however, again there has been no support to fund the portal.
- C. The Committee recommends that the concept be incorporated into the EDC site development and that the Community Lending Committee relinquish its role to the EDC Executive Director.

Comments: There was open discussion on the matter.

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).

- 1. Two meetings are planned inviting residents of Santa Clarita, who are in a decision-making capacity within their company and work outside the community, to discuss ways to bring more business to the SCV. The first meeting will be on February 18th at 6:00pm at La Quinta Inn & Suites; and the second meeting will be on February 24th at 7:30am at Hedman Partners. (handout) The meetings will include:
 - A. A PowerPoint presentation on the SCV
 - B. A survey
 - C. Informational handout from the Signal

Comments: Victor Lindenheim offered information on transportation infrastructure if companies have questions.

Tourism – Barbara Myler (Sub-Committee Chair)

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

- 1. The Committee’s focus is to bring new sports and cultural tourism events to SCV. The issue of shortage of venues is a factor.
- 2. The Committee will continue to work with the City to bring back the Amgen Tour.
- 3. The Tourism Market District (TMD) plan will be presented for final approval and should start July 1, 2010

4. The Committee asked for clarification of their budget from the EDC.

Comments: None

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

The next meeting will be held today, February 18 at City Hall’s Century Room at 4:00pm.

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. Budget Request for 2010. The Committee will meet with the EDC Board to present requests for budget. Immediate needs are:
 - A. Rebuilding the Think Santa Clarita Valley Website
 - B. Printed materials
 - C. Contract a part-time administrator position until EDC director and assistant are in place
 - D. Marketing budget for March-June
3. Fall 2010 Budget
 - A. Continue to market and expand campaign working with EDC board
 - B. Miscellaneous expenses

Comments: Jim Backer thinks that the EDC should discuss how Committees approach the board for individual budgets.

Promotions – Jill Mellady (Sub-Committee Chair)

The next meeting date will be announced.

1. Marketing and 2010 Updates
 - A. Logo, tag line, stationery, overview brochure, business cards, etc. are being created for the corporation. Some items are on hold pending the placement of the new Executive Director.
 - B. Would like to work with other committees to insure cohesiveness with website and community lending portal.
 - C. Will be planning another Town Hall Meeting for this year

Comments: None

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

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

1. A 1023 Form was submitted and has received IRS 501(c)(3) approval.
2. Corporation fund raising
 - A. The budget goal is \$523,000. A final budget announcement will be made soon.
 - B. The board will have to decide how to distribute the funds
 - D. Have created a list of benefits for contributors.

Comments: None

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

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. Current initiatives:
 - A. ThinkSantaclaritaValley.com website
 - B. Setup EDC site
 - C. Working with Community Lending on invest SCV site
 - D. Set up of EDC office technology
 - E. Researching high speed internet solutions
 - F. Roadmap of likely future technologies needed in SCV

G. Supporting and working with EDC sub-committees, Chamber and City.

Comments: Jason Crawford was asked to speak on the City's interest in becoming a test community for Google's high speed broadband infrastructure. Crawford noted that the city would like to include video testimonies from local companies on why they chose Santa Clarita and why Google should come here.

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. Attended LAEDC meeting – go to www.laedc.org/forcast for report.
2. Brought a marketing DVD from the City of Glendale for SCV Promotions sub-committee to view

Comments: None

Other Business

1. Jim Backer announced that there will be a North LA County Real Estate Convention on April 22.
2. Victor Lindenheim announced the Chamber Transportation Committee meeting on March 2 at the Santa Clarita Transit Maintenance Facility. Art Leahy will be the guest speaker.
3. Sue Nevius announced the Chamber Health and Wellness Fair at COC on March 20, starting at 9:00am.

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

Lunch was provided by Wolf Creek Grill

The next meeting for sub-committee chairs and new members will be on March 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