

# **ATTACHMENT G**



## EVT Board of Directors (2/19/16)

The Economic Vitality Team is a division of the Chamber of Commerce of the Santa Barbara Region. Oversight of the work of the EVT is vested with an outstanding group of Board Members from across Santa Barbara County. These outstanding individuals are helping to ensure Santa Barbara County is a vibrant, thriving region from Carpinteria to Lompoc, Santa Maria, Guadalupe and beyond.

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Buellton Chamber of Commerce

Morgen McLaughlin  
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### **Carpinteria**

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Carpinteria Valley Chamber of Commerce

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Kirsten Zimmer Deshler  
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Jaime Valdez  
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Tim Harrington  
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Tom Davidson  
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Michael Holliday  
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Executive Director  
Solvang Chamber of Commerce

Dr. Ken Harwood  
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City of Solvang

Teresa Gallavan  
Economic Development Director/ Asst. City  
Administrator  
City of Lompoc

Tom Flavin  
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- Aerospace
- Agriculture/Wineries
- Bio Tech
- Business Services
- Energy/Environmental

- Health
- Hospitality/Tourism
- Manufacturing
- Technology/Innovation
- Medical Technology



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### Santa Barbara Chamber Receives Best New Program Award for Economic Vitality Team

By Zoe Taylor for the Economic Vitality Team of Santa Barbara County | Published on 02.28.2016 10:15 a.m.



The Economic Vitality Team of Santa Barbara County (EVT) was honored by the Western Association of Chamber Executives (WACE) on Feb. 4 at the organization's annual conference in San Francisco in the category of building a strong local economy.

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This is the first time the Santa Barbara Chamber of Commerce has been honored with this award. The award, given to the chamber, is shared with all of the chambers of commerce in Santa Barbara County along with the Board of Supervisors for their commitment to EVT.

Representing more than 850 chamber professionals in 17 Western states and Canada, WACE recognizes deserving new programs in various core competency

areas. Programs are judged to meet or exceed the chamber's goals and must be able to be replicated by other chambers.

The Economic Vitality Team of Santa Barbara County was established in 2014, as a division of the The Chamber of the Santa Barbara Region. The chambers of commerce of Buellton, Carpinteria Valley, Goleta Valley, Lompoc Valley, Santa Barbara, Santa Maria Valley and Solvang, along with the County of Santa Barbara, control the work of the EVT.

The EVT is funded by a grant from Santa Barbara County and by contributions from private enterprise.

Click here for more information about the Economic Vitality Team of Santa Barbara County, or call 805.965.3023.

— Zoe Taylor is director of economic development of the Economic Vitality Team of Santa Barbara County.

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# BUSINESS



## Economic Vitality Team of Santa Barbara County Focuses on Barriers to Business

Lack of available housing tops the list of problems tackled by the 19-member chambers of commerce group started last year by the county Board of Supervisors



The Economic Vitality Team of Santa Barbara County has been around a year, helping to connect chambers of commerce from across the region on issues. (EVT of Santa Barbara County photo)

By Gina Potthoff, Noozhawk Staff Writer | @ginapotthoff | Published on 12.24.2015 2:32 p.m.

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After working nearly a year to identify the biggest problems facing Santa Barbara County business, a group of local chambers of commerce leaders are ironing out plans to tackle them.

Not surprisingly, housing and available leasing space top the list of concerns shared by the **Economic Vitality Team of Santa Barbara County**, which was created in late 2014 after securing \$150,000 in seed money from the **County Board of Supervisors**.

That money went to the **Santa Barbara Chamber of Commerce**, which is overseeing the EVT and using part of that for Zoe Taylor, who was hired in January 2015 as the EVT director of economic development.

She was also the interim president and CEO of the Santa Barbara chamber before Ken Oplinger came on three years ago.



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“She’s out doing the core work of the organization,” Oplinger told Noozhawk. “Each of the communities has a little bit different situation.”

Taylor thinks big picture while a 19-member **board of directors** made up of chambers of commerce in Santa Maria, Lompoc, Buellton, Solvang, Goleta, Carpinteria and Santa Barbara — as well as a county representative — meet on a monthly basis to think of ways to break

down barriers between north and south county, Oplinger said.

The board elected Oplinger as chair and **Lompoc Valley Chamber of Commerce** CEO Ken Ostini as vice chair, positions planned to alternate between north and south leadership.

The EVT wants to help grow jobs across the region, no matter where that may be.

“There’s a place for everyone in Santa Barbara County,” Oplinger said. “Exactly where that is is less of an issue as long as it’s in Santa Barbara County.”

Since the launch last year, EVT has picked up funding from private business as well as from county supervisors, who followed up an initial allotment with \$75,000 in the 2015-16 budget year.

Taylor said joint-marketing efforts are the focus for 2016, working to improve the EVT message that there’s a place for everyone’s business in the county through website improvements, advertising, trade shows and more.

“The mission of EVT is to enhance the quality of life throughout Santa Barbara County by promoting economic vitality through generation of jobs, increased capital investment, business retention, expansion and attraction, while promoting and supporting entrepreneurs,” she said.

“In addition to the housing needs, other infrastructure needs such as transportation and water are a part of the business plan. EVT will provide the economic support where needed while the chambers of commerce and other agencies will provide the advocacy for airports, widening of the (Highway) 101 corridor, improved commuter rail service, efficient and timely bus service and alternative transportation such as bike trails.”

EVT has created an economic development roundtable to identify community-specific industrial zone opportunities and challenges and a group of commercial real estate brokers to help attract businesses.

EVT is also a partner of the **Broadband Consortium of the Pacific Coast**, which includes Ventura, Santa Barbara and San Luis Obispo counties trying to develop a fiber highway across all three regions.

The issue impacts not only business, Taylor said, but education, healthcare, public safety and any other resident using the internet. EVT has identified Lompoc as the top priority community for that project.

— *Noozhawk* staff writer **Gina Potthoff** can be reached at [gpotthoff@noozhawk.com](mailto:gpotthoff@noozhawk.com). Follow Noozhawk on Twitter: [@noozhawk](#), [@NoozhawkNews](#) and [@NoozhawkBiz](#). Connect with Noozhawk on Facebook.





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## PACIFIC COAST BUSINESS TIMES

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### Group tackles broadband in Tri-Counties

By [Philip Joens](#) / Friday, June 19th, 2015 / [No Comments](#)

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A group of tri-county business leaders has launched an effort to map areas of the Tri-Counties that lack broadband service, paving the way for improvements and ultimately a tool to recruit new businesses to the area.

The Broadband Consortium of the Pacific Coast was formed about a year ago, and is a group made of community and corporate representatives from Santa Barbra, San Luis Obispo and Ventura counties.

The advocacy group works with local and state governments to plan improvements to internet infrastructure throughout the tri-counties.

Zoe Taylor, Director of Economic Development for the Santa Barbra Chamber of Commerce, said that businesses and residents don't have enough bandwidth to keep up with modern technology.

"There are between the computers, iPods and phones there are five devices in a home, and at times up there not even enough bandwidth for all the devices in the home" Taylor said.

"A lot of our tech companies need more bandwidth."

According to the group, over 70 percent of Ventura County is not covered by broadband internet. Members of the group say that there are countless areas throughout the Tri-counties with "dark fibers" or areas with little or no high speed service.

Michael Manchak, President of the San Luis Obispo Economic Vitality Corp. said that few people realize the potential that higher internet speeds can bring to businesses.

"My analogy is akin to everyone promoting farming, but not knowing how much water you have," Manchak said.

Manchak said San Luis Obispo County tech companies need higher speed internet to connect with customers. "Why it's so important here in this county is we have all these businesses, but they have few, if any, customers here."

Teressa Gallavan, Lompoc Deputy Executive Director, said businesses have asked about internet connectivity at Lompoc Rotary Club meetings.

"There are certain businesses like GeoDigital, SpaceX and Raytheon that want to come in, and having greater infrastructure can help facilitate businesses," Gallavan said.

Kirsten McLaughlin, Public Affairs Manager for Cox Communications, said Cox was initially approached by Santa Barbra Chamber of Commerce President Ken Oplinger. McLaughlin said Cox loves being part of the group because it serves the community.

"Broadband issues are our issues," McLaughlin said.

Cox serves parts of southern Santa Barbra County. Those parts of Santa Barbra county are well covered ion high speed internet, but McLaughlin said Cox still wants to help the group.

"I think it's a little less relevant in our service area because we already have the infrastructure in our service areas."

The group is still very much in an advocacy phase, but it is trying to help local governments by mapping areas with high and low internet connectivity.

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The group is still very much in an advocacy phase, but it is trying to help local governments by mapping areas with high and low internet connectivity.

An executive order signed into law by former Gov. Arnold Schwarzenegger allowed additional broadband to be installed whenever public money was used to fund