



City of Thousand Oaks

BUSINESS ROUNDTABLE (BR)

November 4, 2008

The Acorn Room

2100 Thousand Oaks Boulevard

(Date Changed Due to Veteran's Day)

Summary Notes

Call to Order by Phil Koonce (Chair), 8:00 a.m.

Roll Call: Present: Phil Koonce (Chair), Dr. Ashish Vaidya (Vice Chair), Edward Garnett. Mark Jessee (Chamber Representative), John La Rocca, Suzanne Luce, Dan Overton, Joel Volk, Denis Wilson

Staff: Gary Wartik, Economic Development Manager; Andrew Powers, Public Information Officer; Mary Lech, Assistant Analyst

Absent: Cheryl-Lee Brown, Susan Murata

Public Comments:

Jan Smith, Thousand Oaks/Westlake Village Chamber of Commerce, Governmental and Economic Development Manager announced upcoming Chamber events: "Breakfast of Champions Holiday Boutique," November 2, 2008, 7-9 p.m., Los Robles Greens Banquet Center; After Five Mixer, "Promenade Premier," November 19, 2008, 5:30 p.m., The Westlake Promenade; Thousand Oaks State of the City Address, December 9, 2008, 11:30 a.m., Los Robles Greens Banquet Center.

Distribution of order forms for 2007 California Labor Law information.

Sub-Committee Reports/Action:

Building/Living Green

Mr. LaRocca provided an overview of October 17 "Green is Gold" annual VCEDA Business Outreach Conference at the Hyatt Westlake Plaza Hotel. Speakers and topics provided excellent information for businesses on how to implement "green" efforts. California is leading the way in going green and in utilizing alternative energy resources to meet the nation's growing energy needs.

Deputy Community Development Director Mark Towne will be present at the December 9, 2008 Business Roundtable meeting to discuss updates on City's Going Green program.



Small Business Support

Mr. LaRocca attended a networking and educational business forum in Simi Valley. The speakers provided valuable information on several topics that addressed the needs of small to medium sized businesses (e.g. funding). Mr. Wartik and the Chamber have discussed going forward with a similar forum in Thousand Oaks, with services directly provided by the Economic Development Collaborative-Ventura County (EDC-VC). As with the Simi Valley forum, advertising would be done via direct-mail and would be free to those attending. It is anticipated that a similar business forum will be scheduled in the City of Thousand Oaks in late January or early February.

Mr. Wartik reported that the expansion of the EDC-VC small business loan program is in process and that the City of Thousand Oaks is now eligible to participate in the expanded program. It was noted that the City would be required to invest in the loan fund in order to participate. More information will be forthcoming, most likely during the period during which the City's budget process will occur in early 2009.

Thousand Oaks Boulevard Vision/Specific Plan

The Boulevard's recommended Specific Plan report has yet to be submitted to the City, but it is anticipated that the document may be available sometime in the January-February 2009 period.

Permit Processing - No Report

Parking - No Report

Building Heights - No Report

Signage - Committee Members will meet in early 2009.

8:50 a.m. - Committee moved to the City's Computer Lab

Review of City of Thousand Oaks Business Webpage

Public Information Officer Andrew Powers demonstrated the City's new webpage, focusing specifically on the elements pertaining to the business support component.

Business Roundtable Comments and Open Forum

Mr. Wartik – To stimulate residents shopping locally during the holidays, Macerich's Marketing Manager, Nicole Flynn, anticipates working directly with the *Ventura County Star* in December to spotlight the community's Buy Local program.



Each January, the business license mailing includes a Buy Local flyer. Nicole Flynn is redesigning the flyer for 2008.

Currently, the Buy Local program has \$3,900 available for printing.

Adjournment: Adjourned 9:25 a.m. to Tuesday, December 9, 2008, 8:00 a.m. in the Acorn Room.

