

**Business Roundtable (BR)
May 9, 2017
Acorn Room**

Summary Notes

Call to Order by Aaron Kitzman at 8:04 a.m.

ROLL CALL

Present: Cheri Blessing, John Bounds, Ping Fang, Aaron Kitzman, Tyson Marshall, and Madeline Serrano Sattler.

Absent: Carol “C. J.” Keavney, Tom Powell, Greg Monterossa, and Michael Schiff

Staff: Haider Alawami, Economic Development Manager, and Anne Mumo, Customer Relations Assistant.

Others

Present: Adam Haverstock, Director of Governmental Affairs and Tourism, Greater Conejo Valley Chamber of Commerce.

PUBLIC COMMENTS

Adam Haverstock from the Greater Conejo Valley Chamber of Commerce presented his Chamber report:

- a. Leadership Conejo Program graduation, May 5, 2017. Registration open for 2018.
- b. Networking at Night Mixer, Wednesday, May 10, 2017, at 5:30 p.m., Vinyl Concepts, 1270 Rancho Conejo Boulevard, Newbury Park.
- c. Government affairs update regarding Assembly Bill #5 (Gonzalez): Employers - Opportunity to Work Act and how it relates to the Affordable Health Care Act.

DISCUSSION ITEMS

- A. As the 2017-2019 Work Plan is in its draft stages, members were reminded to review, modify, or add new tasks. The Work Plan is set to be finalized before the end of the fiscal year.
- B. The public WiFi project will be to Council and members were encouraged to attend the June 27, 2017, Council meeting in support.

SUBCOMMITTEE REPORTS

- A. Development and Planning – No update.
- B. Green Business
 - a. Tyson Marshall provided a Green Business Plan update. The subcommittee has been working with staff to design the Green Certification brochure and other marketing materials. A sample brochure was provided. Members also agreed that the subcommittee name does not encompass all its activities and a name change may be something to consider.
- C. Economic Development/Small Business Support
 - a. Ping Fang reported that the subcommittee is working on identifying new projects and presented four that are being considered:
 - i. Developing a business recognition program to spotlight businesses doing well in the City.
 - ii. Marketing the City as an ideal location for high-tech startup companies.
 - iii. Developing welcome/introduction materials for local startup companies.
 - iv. Seeking local affordable entertainment venues for millennials.
- D. Signage
 - a. John Bounds and Cheri Blessing provided an update on frontage and monument signs. With staff help, two recommendations have been drafted with the aim to present to Council in September/October 2017.

BUSINESS ROUNDTABLE COMMENTS AND OPEN FORUM

- A. In promoting “Go Green” efforts, the Green Business subcommittee may look into discussions with local grocery stores regarding sustainable packaging for bulk produce.

ADJOURNMENT

Adjourned at 8:53 a.m. to Tuesday, July 11, 2017, in the Acorn Room.

