



Regular Meeting

10: 00am Wednesday December 11, 2019 | FORA Offices, 920 2nd Ave., Suite A, Marina CA 93933

Zoom: <https://zoom.us/j/299282840>

AGENDA

1. Call to Order
2. Acknowledgements, Announcements, and Correspondence
 - a. Go-Biz Community Outreach Conference Call
3. Approval of Draft Minutes (October 23, 2019) (*Attachment A*)
4. Treasurers Report
 - a. \$58,351.97 (*as of 12/10/19*)
5. Business Items
 - a. Discuss MBOZ Investment Forum
 - i. <https://selectcentralcoast.org/event/opportunity-zone-investment-forum/>
 - ii. Feedback, next steps – website?
 - iii. DRAFT Highlights Reel
 - b. Discuss DRAFT 2019/2020 Marketing Plan (*Attachment B*)
 - i. Focus Industries
 - ii. Strategies & Tactics
 - iii. Events
 1. Select USA Investment Summit, June 1-3, 2020 (*Attachment C*)
 2. Monterey Bay DART Symposium, June 26, 2020 (*Attachment D*)
 - c. Consider continuing Team California Membership
 - i. Overview & benefits
 - ii. Cost: \$5000/yr
 - d. Consider Upcoming Event Schedule & Future Conference Attendance
 - i. MD&M <https://mdmwest.mddionline.com/>
6. Other Items
 - a. Personnel Changes
 - i. City of Marina: Mathew Mogensen, mmogensen@cityofmarina.org
 - ii. PG&E: Lawrence Acosta, LHA3@pge.com
 - iii. FORA: Harry Tregenza, Harry@fora.org



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AGENDA

1. Call to Order: 10:04am; Josh Metz (JM), Kurt Overmeyer (KO), Marilyn Lidyoff (ML), Andy Myrick (AM)
2. Acknowledgements, Announcements, and Correspondence
 - a. NestFlight
 - b. Autonomous Vehicle R&D Search
 - c. ML discussed the upcoming MBEP State of the Region event
 - d. KO announced the Seaside Architecture Review Board approved a 105-unit development on Terrance and Broadway
 - i. KO to send JM the graphics on the project
3. Approval of Draft Minutes (September 24, 2019) (Attachment A)
 - a. **Motion by JM and a second by ML, the CCMT approved the minutes. The CCMT voted unanimously on this item.**
4. Treasurers Report
 - a. \$52,310.35 (as of 10/17/19)
5. Business Items
 - a. Consider OZ Investment Forum – 8:00am-12:30pm, Friday November 15, 2019 @ CSUMB City Center, Salinas
 - i. DRAFT Agenda (Attachment B)
 1. KO will ask Patrick Arrazco to join the second panel
 - ii. AV
 1. JM has not gotten a quote yet
 - iii. Budget
 1. JM noted that the event will break even
 - iv. Other items
 - b. Discuss DRAFT 2019/2020 Marketing Plan (Attachment C)
 - i. KO strongly recommends the CCMT attend the BIO conference in San Diego and that it should be added to the 2020 CCMT Marketing Plan
 - ii. Voting on this item was tabled until next meeting
 - c. Consider continuing Team California Membership
 - i. Overview & benefits
 1. Mary Ingersoll (MI) discussed the benefits of a Team California membership. A robust discussion ensued.

- ii. Cost: \$5000/yr
 - iii. JM, ML, and Melanie McNulty (MM) asked MI for a written list of deliverables that will come with a Team CA membership.
 - iv. MI noted that Team CA's next Board Meeting is November 5, 2019, and that she will send the updated deliverables after the meeting.
 - v. The CCMT will then consider the information that MI sends over and will vote on the membership in either December or January.
 - vi. Voting on this item was tabled until the next meeting.
 - d. Consider Upcoming Event Schedule & Future Conference Attendance
 - i. MBEP State of the Region Oct 25
 - ii. CA Economic Summit, Nov 7&8
 - iii. Monterey Bay DART Symposium, Friday June 26, 2020
6. Other Items
- a. JM noted that Joby Aviation is making progress and hopes to be operational in the next two years.
 - b. JM also discussed the SVEDA conference on November 14-15, 2019 and recommended that CCMT members attend the first day of the conference.
 - i. JM and KO confirmed that they would attend
 - ii. On a motion from JM and a second from KO, the CCMT moved to purchase two single-day tickets to the SVEDA conference.
 - c. JM noted that the next two meeting dates fall on holidays
 - i. The CCMT decided to have the next meeting on Wednesday, December 11.
 - ii. JM requested that the following items be on the next agenda:
 - 1. 2020 Marketing Plan
 - a. CCMT members should bring forward proposals and modifications to the next meeting
 - 2. Debrief on the OZ Investment Forum
 - 3. Debrief on the SVEDA conference
7. On a motion by KO and second by ML, the CCMT adjourned at 11:50 am.



2020 Marketing Plan

Introduction:

The CCMT marketing plan provides strategic guidance for the Board and membership to cost-effectively achieve the CCMT marketing mission.

Objectives:

1. Attract target industries to grow regional jobs base.
2. Assist expanding businesses to ensure jobs stay in region.
3. Assist expanding businesses from outside region locate here.

Strategies:

- Convene and coordinate stakeholders to build and align resources
- Aggregate, distill, and promote regional successes
- Identify and communicate regional economic development opportunities
- Cultivate domestic and international investment in Monterey Bay region
- Coordinate State & Federal business attraction opportunities

Target Industries: Review and discussion.

- Environmental (water, wind, solar);
- Agriculture (labs, agtech), Food & Beverage (wineries, distilleries, breweries)
- Sport Tech Manufacturing: Outdoor Industries (equipment (i.e. bikes, skates, etc.) and Gear (i.e. clothes, lights, bags, etc.),
- Engineering (i.e. software, robotics, mechanical, transportation);
- Biotech/Life Sciences/Genomics
- Aeronautics (service providers, start-up, UAV, space);
- Visitor Serving (food, beverage, hospitality) and Events;
- Creative (Marketing, graphic Design, Arts);
- Language
- CannaTech (Cannabis technology)

Why these industries fit here?

- Skilled, educated, motivated workforce
- Specialized language skills, businesses, and institutions
- Facilities (some work needed here)
- Resources (Universities, SBDC, agencies, etc)



Target 2020 Work Product: 1-pager by community with top-level description and community strengths – relative to target industries. Consistent format/template.

Tactics: Ideas for maximizing our reach/impact in the year(s) ahead.

- Curate/support target industry relevant events to attract businesses to the region. Use events as way to “show” opportunities and cultivate leads
 - **2020 Targets**
 - **Q1/2:** Monterey Bay DART Symposium, June 26, 2020
 - Highlight existing DART ecosystem and growth opportunities. Further establish MB as place for DART innovation.
 - **Q2/3:** Open to suggestion.
- Leverage digital media, web and social media to increase public information access and be prepared to respond to opportunities
- Establish a physical presence of the CCMT team and opportunity at regional, State and National events – recruit interest!
- Attend events to catalyze awareness and a sense of the possible (i.e. talks, pop-ups, tours)
- **Website: Content curation**
 - Enhance existing CCMT information at with up-to-date parcel specific information, inspiring graphics, regular updates, and contact information
 - Choose us!
 - Include content on each of the target industries:
 - Examples of thriving companies already here
 - Reasons those companies would do well here
 - Focus on reasons why to move to the central coast
 - Live & Play, Relocate!
 - Environment- Places to hike and cycle, explore, views, air
 - Housing
 - Workforce
 - Demographics
 - Established Industries: Hospitality, Eco-tourism, Agriculture
 - Success Stories
 - New Industries: Medical & Healthcare, Manufacturing
 - Awards
 - Infrastructure
 - Financing
 - Produce regular (i.e. quarterly, biennial) project status and site videos to host on websites and share on social media (think drone footage)
- **Social Media: Content curation**
 - Produce and manage CCMT social media presence – particularly on Twitter
 - Connect with target businesses
 - Share regional site location opportunities



- Establish CCMT as “authority” on trends in target industries and site location
- **Member Newsletters**
 - Coordinate with partner entities to include project updates in outgoing newsletters
 - Produce content for integration and sharing ie. FORA, MBEP, MCBC
- **Marketing Presence**
 - Create brochures and banners for use at Conferences, Tradeshows, & Business Meetings
 - Land/ Commercial space available
 - Ready to sell!
 - Prices of parcels of land/ commercial space (Sell at 1/3 over the actual value to leave room for negotiation)
 - Tradeshaw Opportunities:
 - InterDrone
 - ICSC - retail
 - Forbes Agtech Summit <https://www.forbes.com/forbes-live/event/agtech-summit>
 - MBEP Regional Conferences <http://mbep.biz>
 - Unified Wine & Grape Symposium <http://www.unifiedsymposium.org/>
 - CalEd
 - International Manufacturing Technology Show (IMTS)- <http://www.imts.com/>
 - Medical Device & Manufacturing (MD&M)- <http://mdmwest.mddionline.com/>
 - OffShore Tech Conference (OTC)- <http://www.otcnet.org/>
 - World AG Expo- <https://www.worldagexpo.com/>
 - Strategic Business outreach

Success Metrics: How we'll know we're doing the right thing

- Symposium attendance and frequency
- Website/social media analytics
- Specific wins/landings (success stories)



Josh Metz <josh@fora.org>

Your Invitation to Participate in the California Delegation at SelectUSA 2020

Emily Desai <emily.desai@gobiz.ca.gov>

Tue, Dec 3, 2019 at 2:09 PM

Cc: Bud Colligan <bud.colligan@gobiz.ca.gov>, Kaina Pereira <kaina.pereira@gobiz.ca.gov>

Dear Economic Development Partner,

The Governor's Office of Business and Economic Development (GO-Biz) would like to cordially invite you to save the date to participate as a member of the California Delegation attending the 2020 SelectUSA Investment Summit in Washington D.C. **Mon., Jun 1, 2020 – Weds., Jun 3, 2020.**

In the spirit of the *California for All* messaging, which is the prevailing theme of Governor Newsom, we look forward to capitalizing on our success in 2019 with a unified, inclusive, and equitable California-branded delegation.

GO-Biz will lead a delegation of 12-14 California EDOs from across the state. To indicate your interest in this investment mission, [please respond to Emily.Desai@gobiz.ca.gov](mailto:emily.desai@gobiz.ca.gov) as space is limited. We will be following up with additional details in the new year but wanted to get on your calendars as soon as possible. Read on for additional details.

Cost Considerations for Participation:

- **Super Early Bird Rate for SelectUSA:** \$850 USD

All attendees will need to register for the conference through the [SelectUSA website](#). The Super Early Bird Rate for registration at the Summit, which is separate from the California delegation fee, is \$850 and is available until December 31, 2019. Apply now to attend through the [SelectUSA website](#) and let us know that you're confirmed. If you've already signed up, great! Please let us know.

- **California Delegation Participation Fee:** \$1800-\$2,200 USD

We have taken everyone's feedback from past participation and plan to use the delegation participation fees to create a unified booth that showcases the diversity and economic might throughout our state. Actual costs for the California delegation fee will be determined by the final number of EDOs participating. Please note the participation fee will be required in advance of the Summit and invoicing will be generated after the full list of participants have been finalized. This should allow for those who have fiscal consideration of year-end budgets. *Note: Participation fee will allow for 2 individuals to access the California Pavilion. Participation fee does not include registration fees through SelectUSA (see above), travel, lodging, or meal expenses.*

Delegation Participation Benefits:

- Access to the exhibition hall at the Summit
- Access to an expanded 8x30 turn-key California-branded Pavilion with a premium location at the Summit
- Advance and in-person support from the GO-Biz team to facilitate on-site matchmaking and follow-up, including support on detailing the state-level incentives and services for foreign investors
- Inclusion in a California delegation marketing booklet, to be distributed at the event
- Participation in an evening reception at the booth
- Liaison services with key government officials
- Participation in "Know Before You Go" webinars prior to Summit offered by Select USA and tailored preparation facilitated by GO-Biz
- Coordinating opportunities with GO-Biz team and delegation participants
- Shared access to contact leads generated from Summit participation
- Additional benefits to be announced pending corporate support

Corporate Supporters: The SelectUSA fiscal agent will be announced soon and is putting together corporate supporter packages to enhance the California Pavilion. If you have business contacts that might be interested in the great exposure

support of the Pavilion provides, please contact Emily Desai at emily.desai@gobiz.ca.gov.

For more information about the 2020 Select USA Investment Summit visit <https://www.selectusasummit.us/>

Highlights from the 2019 Summit: The 2019 SelectUSA Investment Summit drew more than 3,100 participants to the Washington, D.C. area. The 2019 SelectUSA Investment Summit was one of SelectUSA's largest, drawing more than 3,100 attendees to Washington, D.C. Several new announcements were made, including nearly \$100 million in new investment projects and the release of SelectUSA's case-study report on reshoring in the United States. In total, 1,200 business investors from a record 79 international markets joined economic developers from 49 states and territories.

Thank you for your consideration. We look forward to a successful 2020 delegation. For more information and questions, contact Emily Desai at emily.desai@gobiz.ca.gov.

Kind Regards,
Emily Desai

Emily Desai

Special Advisor for International Affairs and Investment

[Governor's Office of Business and Economic Development](#)

m: 279-777-6306

o: 916-322-0559

[@CAGoBiz](#)

[#CaliforniaForAll](#)





SYMPOSIUM

DRONE, AUTOMATION & ROBOTICS, TECHNOLOGY INNOVATION IN THE MONTEREY BAY REGION

JUNE 26, 2020

MONTEREY HYATT

The 2nd Monterey Bay Drone, Automation & Robotics Technology (DART) Symposium is happening Friday June 26, 2020. Goals of the Symposium are to:

- highlight regional DART business, academic and government related programs;
- further establish the region as a home for new and growing DART businesses;
- advance opportunities to develop a strong Monterey Bay DART cluster;
- connect startup companies interested in participating in the Monterey Bay DART cluster with growth resources (workforce, entrepreneurship, financial, facilities)

The Symposium will shine a bright light on the Monterey Bay region, and continue momentum to catalyze new ventures, investment and opportunity. We are seeking enthusiastic partners and sponsors. *Your tax-deductible donation* will be integral to making this Symposium a top-notch event.

Sponsorship Opportunities

Level	Quantity	Amount	Features & Benefits
Platinum	2	\$20,000	Marquee brand placement in all conference web & printed collateral. 12 tickets + table. No cost vendor table. Event recognition. Recognition on DART website homepage for one year from the date of the conference.
Gold	4	\$10,000	Premium brand placement in all conference web & printed collateral. 10 tickets + table. Recognition at event. Recognition on DART website homepage (montereybaydart.org) for one year from the date of the conference.
Silver	6	\$5,000	Brand placement in all conference web & printed collateral. 8 tickets. Recognition at event. Recognition on DART website homepage (montereybaydart.org) for one year from the date of the conference.
Bronze	8	\$2,500	Brand placement in all conference web & printed collateral. 4 tickets. Recognition at event.
Supporting	Unlimited	\$1,000	Brand placement in all conference web & printed collateral. 2 tickets. Recognition at event.
Contributor	Unlimited	In-kind	Brand placement in all conference web & printed collateral. Event tickets for team. Recognition at event.
Wine & Beer	4	In-kind	Brand placement in all conference web & printed collateral. Tickets-based on retail value. Recognition at event.

Sponsorship Contact

Josh Metz
Monterey Bay DART
(831) 290-0772 josh@montereybayDART.org

Cultivating a DART center of excellence in the Monterey Bay region | MontereyBayDART.org | 501©3 organization



SYMPOSIUM

DRONE, AUTOMATION & ROBOTICS, TECHNOLOGY INNOVATION IN THE MONTEREY BAY REGION

JUNE 26, 2020
MONTEREY HYATT

The Monterey Bay Drone, Automation & Robotics Technology (DART) Symposium offers a unique opportunity to connect with industry thought leaders and practitioners. We are anticipating over 300 attendees including UAS and robotics practitioners, entrepreneurs, investors, educators, researchers, local elected officials and more.

Exhibit Opportunities - Limited Exhibit Space Available!

Exhibit Fee: \$1,500

- Includes table top exhibit space
- 6' table
- 2 chairs
- Wastebasket
- Listing in the program

Organization: _____

Address: _____

City/State/Zip: _____

Contact: _____ Title _____

Phone: _____ E-Mail: _____

Website: _____

Payment: \$ _____ Check _____ (checks payable to Monterey Bay DART)

Credit Card: _____ Expiration Date: _____

PAYMENT DATE: Full payment must be received by May 21, 2019.

CANCELLATION OF TABLE SPACE: In the event that the exhibitor notifies DART of the exhibitor's intent to repudiate the contract after acceptance but prior to May 4, 2020, a full refund of monies received, minus a \$200 USD administrative fee per space, will be made. No refunds will be made or cancellations accepted after May 4, 2020.

Exhibitor Contact

Josh Metz
Monterey Bay DART
(831) 290-0772

josh@montereybaydart.org