



Board of Directors Meeting Minutes

AV EDGE drives economic growth and retention across the Antelope Valley region through collaboration, advocacy, and business engagement.

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| <input checked="" type="checkbox"/> Suzy Ghazarossian – President | <input type="checkbox"/> Ryan Duke |
| <input checked="" type="checkbox"/> Art Minasyan – Vice President | <input checked="" type="checkbox"/> Rob Duchow |
| <input checked="" type="checkbox"/> Dianne Knippel – Secretary | <input checked="" type="checkbox"/> Matthew Gaines |
| <input checked="" type="checkbox"/> Ben Gocke – Treasurer | <input type="checkbox"/> Mary Beth Garrison |
| <input type="checkbox"/> Martin Thompkins – Past President | <input checked="" type="checkbox"/> Mark Hemstreet |
| <input type="checkbox"/> Mark Bozgian – Director at Large | <input type="checkbox"/> Kathy MacLaren-Gomez |
| <input checked="" type="checkbox"/> Theresa Howard – Director at Large | <input checked="" type="checkbox"/> Regina Rossall |
| <input type="checkbox"/> Megan Taggart – EC Member | <input checked="" type="checkbox"/> Michelle Royal |
| <input checked="" type="checkbox"/> Sydney Yeseta – EC Member | <input type="checkbox"/> Karen Sanders |
| <input type="checkbox"/> Monica Banken | <input checked="" type="checkbox"/> David Smith |
| <input type="checkbox"/> Bob Bowman | <input checked="" type="checkbox"/> Seffi Toneman |
| <input checked="" type="checkbox"/> Ashley Cortes | <input checked="" type="checkbox"/> Jennifer Zellet |
| <input type="checkbox"/> Steven Derryberry | |

Staff Roll Call

- Drew Mercy – Executive Director
- Eric Gamez
- Leidy Villarreal (came into zoom at 8:20)

Guests: Olin Rodgers, Look-Up Communications team (Phyllis, Patricia, Cherissa); Doug Tripp

Date: Tuesday, January 20, 2026

Time: 7:30 a.m.



1. Call to Order - 7:32 a.m. via zoom

2. Approval of Minutes - Motion by Art, Jennifer seconded - approved.

3. Presentations

- Charter Communications: Doug Tripp, Government Affairs Representative, presented on the proposed Charter and Cox acquisition/merger. - Doug asked for a letter of support for this merger. Employees will be all U.S. based. Currently in review with the CPUC (California Public Utilities Commission). Drew will address next month.
- Community Calendar Demo: Erick Gamez, Demonstrated the community calendar site. Awaiting for Palmdale and Lancaster API connections for auto feed in this Phase 1. There is potential for possible revenue for ads.

4. Reports

- President’s Report - move up our new mission statement to the top of the agenda.
 - Appointment of Dr. David “Jester” Smith as Aerospace Committee Chair.
Motion by Michele and second by Ashley - approved.
- Vice President’s Report - None
- Treasurer’s Report (including review of financials) - membership is down, generally finances are on track
- Executive Director’s Report: Projects & MOU Deliverables for December

Type	MOU Description	Status/Notes
MOU	1. Lead Generation	Palmdale: 0 Lancaster: 0
MOU	2. Commercial & Industrial Vacancy Listings	2 nd Quarter to Date (Nov 1-Dec 31) AV: Active Listings: 310 New Listings: 42 Removed Listings: 95 Lancaster: Active Listings: 92 New Listings: 11

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		<p>Removed Listings: 37 Palmdale: Active Listings: 79 New Listings: 15 Removed Listings: 18</p>
MOU	3. Economic Development Forums	<p>Spring Business Summit Scheduled 3/19 Attached Marketing Materials & Sponsor Deck</p>
MOU	4. Broker Site Events	<p>No updates in December. Early discussions with MOU partners</p>
MOU	5. Annual Economic Roundtable Report	<p>Collecting information, Coordinating on design with cities. On schedule for the SBS</p>
MOU	6. Broker Newsletter	<p>Compiling information for January 30 issue</p>
MOU	7. Business Attraction Task Force (BATF)	<p>Held follow up discussion with MOU partners on goals and focus of BATF. We are now including recreational and retail focused on youth entertainment and engagement.</p>
MOU	8. Conferences (Industrial/Real Estate)	<p>None in December Upcoming: 1/20/2026 – Urban Land Institute 2/5/2026 – Inland Empire Real Estate Conference 2/23-25/2026 – International Franchise Association (Las Vegas, NV) 4/18-22/2026 – IAMC Nat'l Forum (Little Rock, AR)</p>

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MOU	9. Marketing & Publications	See Attachments referenced in Item 3 for Spring Business Summit, also see social media reports attached.
MOU	10. Governance Representation	Palmdale: Megan Taggart Lancaster: Sydney Yeseta
MOU	11. Labor Market Study	Publication Date: Spring 2027 Next Action: Seek economics firm, October 2026
MOU	12. City Meeting Participation	None in December
MOU	13. Industry Deep Dives	Aerospace – End of Feb/Early March Securing date for key attendees
MOU	14. Regional Film Industry Engagement	Planning Roundtable in May
MOU	15. Startup & Small Business Support	We are conducting our annual update to our Business Resources page on our site with current info and new programs from American Job Center of California and the Small Business Development Center
MOU	16. Workforce Development	We are co-chairing the AV Artificial Intelligence Task Force with AVC and AVUHSD. Goal is to recruit more leaders from industry and small business to help shape student AI instruction. Additionally, we learned about the Building Industry Association’s Jr. Builder Program for 9-14 year olds to introduce them to careers in

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		building. Looking into bringing it up here, possibly through the Boys and Girls Club.
MOU	17. Transportation Advocacy	Transportation Committee Dark in December. Maintaining contacts with key agencies.
MOU	18. Community Calendar	Main site created. Working on the technical side to connect cities. Once that's done, we'll continue to add event providers.
MOU	19. Summary / Key Wins This Month	Significant progress towards Roundtable Report, Spring Business Summit, Broker Newsletter. Working towards Aerospace Industry Roundtable
MOU	20. Challenges / Needs from MOU Partners	Slow/no lead generation over holidays, but several conferences coming up. Frequent and thorough communication with MOU partners.
Event	21. Holiday Party	See attached summary
Project	22. Infrastructure Fund	Early discussions on potential partnership with Coval Infrastructure.
	23.	

5. Committee Reports

- Healthcare - Ben would like a deep dive this year regarding post-acute care. Resources are only in Lancaster with only 1 star ratings. Would like to find new leads for the AV. Also needing advocacy to keep the LA County Public Clinic open. Been working with Chuck Bostwick.
- AeroComm - Deep dive will be in March.
- Education - will meet Jan. 22.
- Legislative

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- Assembly Bill 1157 (Rent Control) Mark would like AV EDGE to write an opposition letter. **Motion by Michelle, seconded by Mark - approved.**
- Infrastructure/Transportation - will meet this Thursday.
- Developer-Agency Working Group - will meet a week from this Wednesday.
- Spring Business Summit - on track.

6. Old Business

- SWOT Review from the recent retreat (Drew Mercy) - report out next meeting. Meeting with Committee chairs this Friday.

7. New Business

- Marketing Plan for the year (Drew Mercy & LookUP Communications) - presentation was moved up as the first on the agenda. Phyllis provided a detailed amendment of action items for increasing 2026 sponsorships, memberships, social media, promoting new mission and working with committees. "Why we matter" is a theme.
- Contract renewal for LookUP Communications (Drew Mercy & LookUP Communications) Current contract ended in December with two one year extension options. 2026 option offered no additional increase from 2025. There was discussion about ensuring KPIs, sponsorship generation and collections responsibility and why happens if goals are not met. Drew took the action to update the amendment to the original contract and gather the AV EDGE executive committee for final review and approval. **Motioned by Michele and seconded by Art - approved.**
- Executive Committee and Board of Directors meeting schedule (Drew Mercy. Based on the results of the survey, Executive and Board monthly meetings will now begin at 8:30 a.m. with quarterly in person meetings which will be in March. **Motioned by Dianne and seconded by Michele - approved.**

8. Action Items & Deadlines Tracking

- Review of Open Action Items: - delayed for next meeting.

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Action Item Description	Person Assigned	Due Date	Status/Notes

9. Announcements

- Open floor for announcements - Ben invited all to the White Coat Ceremony at Palmdale Regional Hospital, Palm Cafe on January 28 at 3:00. Mark mentioned that the AV Chambers of Commerce will be hosting a Lancaster Candidate forum. Date TBD.

10. Closed Session -

- No closed session scheduled for today

11. Adjournment - 9:10 a.m.

- Adjourn the meeting if there are no objections

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Dates to Remember

- **Spring Business Summit: March 19, 2026, 7:00 a.m. – 1:00 p.m.**
- Executive Committee Meeting: Second Tuesday, monthly, 8:30 a.m. - In person in March.
- Board of Directors Meeting: Third Tuesday, monthly, 8:30 a.m. - in person in March.
- Joint Legislative Committee Meeting: Second Monday, monthly, 3:00 p.m.
- Transportation & Infrastructure Committee: Third Thursday, monthly, 10:00 a.m.
- Healthcare Committee: First Thursday, every other month, 8:30 a.m. (Next: January 8, 2026)
- AeroComm Meeting: Second Thursday, every other month, 10:00 a.m. (Next: January 8, 2026)
- Education Committee: Second Wednesday, monthly

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