



September 28, 2022 Economic Development Board Meeting

Wednesday,

8:00am - 9:00am

Virtual

CA

Meeting ID: 864 6024 4036

Passcode: 503050

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. ACTION ITEMS

A. Approve Meeting minutes from July and August

- i. July 27,2022 EDB Minutes.pdf
- ii. August 24,2022 EDB Minutes.pdf

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

- i. Executive Director Update
- ii. Creative Sonoma
- iii. Business Development Update

IV. BOARD BUSINESS

A. Guest Speaker: Peter Rumble, Santa Rosa Metro Chamber's CEO

B. Board Reports on district updates and challenges (15 mins)

C. Action Items for next meeting (5 mins)

D. Standing Committee Updates (10 mins)

V. NEW BUSINESS

VI. PUBLIC COMMENTS ON MATTERS NOT LISTED ON THE AGENDA BUT WITHIN THE SUBJECT MATTER OF THE BOARD

Comments are restricted to matters within the Board's jurisdiction. Each person is usually granted time to speak at the discretion of the Chair. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the brown Act, Board members may not deliberate or take action on items not on the agenda.

VII. ADJORN - NEXT SCHEDULED MEETING - Wednesday, October 26, 2022

Economic Development Board Meeting Minutes

Wednesday July 27, 2022

I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) meeting at 7:40 a.m.

The following EDB Board members were present Kathryn Hecht, Michael Nicholls, Regina Mahiri, Jordan Kivelstadt, Linda Kachiu, Wayne Leach, Skip Brand, Betzy Chavez

The following EDB staff members were present Kristen Madsen, Christine Palmer, Rebekah Heinze, Aleena Decker, Bradley Johnson, Lauren Cartwright, Marcos Suarez, Debbie Yarrow, Nina Cheek

II. ACTION ITEMS

A. Approval of EDB Board Minutes of June 22, 2022

The meeting minutes were approved.

Motion: Jordan Kivelstadt Second: Michael Nicholls Abstained: Wayne Leach

III. POLICY/PROGRAM UPDATES

A. Board feedback/questions on Informational Items

i. Executive Director Updates

Lauren gave a quick reminder about the recommendation to disband the EDB Ad-Hoc in favor of the ability to work with the entire Board as we move forward.

Lauren let EDB Board member know to contact staff if they want to get more involved with local projects EDB is participating in.

Announcement of Brad Johnson's new position to Business Strategy Analyst.

Linda asked about deadlines for ARPA funds.

Lauren answered with 2024

Linda suggested we continue to maintain a heightened awareness of the deadlines, to ensure we do not miss out on using funds.

ii. Creative Sonoma

Kristen gave a brief update on the ArtSurround project which consists of 27 artists, 13 advocate sites to do temporary artworks throughout the county.



BOARD OF DIRECTORS:

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WAYNE LEACH - MICHAEL NICHOLLS- JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI
ETHAN BROWN, EDB EXECUTIVE DIRECTOR

Creative Sonoma has been invited by the statewide alliance for arts education to assume Ambassador status, thanks to great work of Debbie Yarrow. Arts and Cultural Equity Fellowship has launched thanks to the great work of Sam Kimpel. The co-hort got together for the first time this week and have begun to frame their course of study for the next 6 months.

iii. Team Overview & Business Assistance

Lauren encouraged the board to review the activity dashboard of the Business Team and the different breakdowns that are included.

Kathryn mentioned that there was an uptick in the art and film inquiries.

Clarification on what “RW2022” is – Lauren clarified it is Restaurant Week

Linda had a question regarding the business demographics. She wanted to know if those demographics are mutually exclusive of each other. She was particularly interested in women owned being separate from ethnicity.

- Lauren gave a brief explanation of the breakdowns as well as the limitations of the program used to report the data.
- Linda asked to see if there is a way to crosscut woman owned into ethnicities.
- Kathryn agreed that more breakdowns would be something they would like to see as well extremely helpful in determining needs.

IV. BOARD BUSINESS

A. Guest Speaker: Janeen Murray, Executive Director Sonoma County GO LOCAL

Janeen gave a presentation (attached) of the roles, goals and projects of Sonoma County GO LOCAL. She stressed the impact that local consumer purchasing makes in lifting local economy and quality of life. GO LOCAL really focuses on making the human connection while at the same time doing the economic development work through the marketing and consulting.

B. Board Reports on district updates and challenges

Regina Mahiri (District 3):

Discussed possible legacy, next generation training, or literature for the younger generations interested in how establishing a business comes about. She also inquired about any workshops or training for new businesses and possible incentives tied to those programs and the EDB events.

Lauren gave a brief breakdown of the existing services EDB offer and some additional resources the EDB refers businesses to.



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Board members discussed the various possible options and new ideas based on Regina's inquiry and suggestions.

Michael Nicholls suggested listing this topic on the next meeting's agenda.

V. NEXT SCHEDULED MEETING

Wednesday, August 24, 2022

VI. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 8:45 a.m.



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Economic Development Board

Wednesday August 24, 2022

I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) meeting at 7:40 a.m.

The following EDB Board members were present Kathryn Hecht, Michael Nicholls, Jordan Kivelstadt, Linda Kachiu, Wayne Leach, Richard Marzo

The following EDB staff members were present Ethan Brown, Kristen Madsen, Christine Palmer, Rebekah Heinze, Aleena Decker, Lauren Cartwright, Marcos Suarez, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Bernadette Marko, Calvin Sandeen

II. ACTION ITEMS

A. Approval of EDB Board Minutes of July 27, 2022

The meeting minutes were not approved. Minutes will be presented at next meeting.

III. POLICY/PROGRAM UPDATES

A. Board feedback/questions on Informational Items

i. Executive Director Updates

Ethan introduced EDB's new research fellow, Kate Fosburgh.

EDB 3.0 (vision/mission) is underway, working with a consultant and will need to present to the Board of Supervisors 12/13. Working with a 2nd consultant to work with on an equity basis.

Wayne asked the intent of EDB 3.0 Is it a roll out or a sounding board?

Ethan explained that the steering committee would be a structure to better coordinate all of the multiple issues. The district focus group meetings would act as more of a sounding board or a blank slate for each of the districts to voice what their issues are.

Kathryn complimented Ethan and staff on prioritizing equity as part of the discussion and formulations.

ii. Creative Sonoma

Kristen gave a brief update on the creation of a memorial for the anniversary of the Tubbs fire of 2017. Creative Sonoma has been working with a consultant and have assigned the creation of a roadmap for the memorial. The hope is to have



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something to announce on the anniversary which will essentially be that we will be doing a commemorative project and some of the baseline parameters and to let those who want to be involved to raise their hands and have a vehicle for them let us know that they want to be involved in the community engagement pieces of this project. One of the key pieces is that we need to build into this project, either through the budget or the health services department is to obtain the expertise of a trained professional to help with language used for the way meetings are put together and to help this make this something that is soothing and easing. It's slated to be about an 18-month project.

iii. Team Overview & Business Assistance

Lauren spoke about the staff retreat that will take place at the Flamingo after the Fall Economic Perspective event. The focus being each of the current staff roles and future vision of those roles, as well as gaining input on EDB 3.0 and updating everyone on the progression.

IV. BOARD BUSINESS

A. Board Reports on district updates and challenges

Michael Nicholls (District 5):

Discussed the roll out and use of the two-way radio for emergency purposes in West County

Richard Marzo (District 2):

Spoke about the unveiling of Petaluma artist David Best's River Arch artwork. Petaluma River Craft Beer Festival is scheduled for 9/10 from 1-5pm.

Kathryn Hecht (District 4):

Cloverdale will have a beer festival on 9/17 from 9am-4pm.

EDB Resources and Legacy Programs

Tabled for next meeting

Kathryn asked that the Diversity, Equity, Belonging and Accessibility Standing Committee (DEBA) update be put on the next meeting as an agenda item.

V. NEXT SCHEDULED MEETING

Wednesday, September 28, 2022

VI. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 8:20 a.m.



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EDB 3.0

Work continues on this project, with the ultimate goal of presenting a model for collaborative and inclusive economic development to the Board of Supervisors, which would guide future work at the EDB. It is still on track to be presented to the Board on December 13th.

As of this Board meeting, staff has now held two steering committee meetings (8/24 and 9/20), and one focus group meeting (9/19). Notably, there was originally a poor response to individual, district-based focus group meetings, so staff elected to consolidate into one date. As a result, and impressive 50 individuals attended and participated actively.

Thus far, input and guidance staff has received through this process has resulted in a confirmation of three domains that stood out in Natelson Dale's 2021 program review of the EDB. These include:

1. Education and Workforce Development
2. Jobs and Business Development; and
3. Housing and Community Development

While recognizing that each of the above are interdependent of one another, stakeholders have also affirmed a commitment to overarching goals that Sonoma County's economy is **inclusive** (equity), **resilient** (diverse; high-wage), **and synced with a low-carbon future** (electrified; land-use efficient; businesses and jobs aligned with clean energy economy).

In addition to drafting the final report for review at a final Steering Committee meeting in October, staff is evaluating a model that would meet prospective economic development/project partners where they are in terms of bandwidth and level of engagement. This "continuum of engagement" represents an increasing level of partnership at each stage:

1. Communications
2. Cooperation
3. Coordination
4. Collaboration

Ultimately, the plan that will go before the Board is anticipated to provide a roadmap for how such a structure could function, and concrete steps to follow that bring partnerships together around significant goals/issues.

Prior to the final Steering Committee meeting, EDB staff will participate in a half-day retreat designed to incorporate their firsthand experience in economic development into the final plan, as well as help to shape expected outcomes. The retreat is scheduled to take place on September 30.

Sonoma County Tourism (SCT) BIA Amendment

In 2020, SCT staff approached the EDB about amending the Business Improvement Assessment (BIA) ordinance that covers seven cities and the unincorporated area of the County (Healdsburg and Sonoma are excluded). Currently the assessment stands at 2% of revenues for lodging properties earning above the \$350,000 revenue mark. This funding is required by statute to provide very specific benefits to the

assessed properties, primarily around destination marketing. The 2020 request was abandoned as COVID beset the industry, but discussions renewed earlier this year.

The amendment sought by SCT was initially proposed to raise the assessment to 3%, and to remove the revenue threshold. The current proposal will leave the assessment at 2%, yet still proposes to remove the threshold.

Though this is solely SCT's effort, the EDB has been asked to participate in the process involved to present it to the Board of Supervisors. SCT is currently presenting to all seven participating cities, asking their Councils to support a Resolution of Consent that would subject them to the updated County ordinance, if passed. On October 4th, the Board of Supervisors will consider a Resolution of Intent to 1) hold a public meeting, and 2) hold a public hearing at subsequent dates. These dates are currently anticipated to be November 1st, and December 13th.

Broadband

Staff is currently working diligently, and in partnership with staff at the County Administrator's Office to bring a Broadband proposal to the Board of Supervisors on November 8th. Two consultants, Entry Point Communications, and Tilson, are working on different aspects to bring a strategy together with a comprehensive financial analysis.

Ultimately, the plan that will go before the Board of Supervisors will provide an overview of:

1. A strategy analysis – evaluating business models for public or private ownership as well as network strategy
2. A financial analysis – including costs to deploy, potential revenue models, and an estimate of unmet needs
3. A governance analysis – including a matrix of options weighed against key priorities.

In addition to details about infrastructure, the plan will also provide an overview of various adoption programs that are available to residents who lack connection, but have access to infrastructure, as well as toolkit to ensure racial equity is centered in this work.

**Economic Development Board
Creative Sonoma Update
September 2022**

Grantmaking

Arts Impact for Organization Grants. We extended the application deadline for this core grant program from September 14 to September 26. As of September 16, we have 21 applications submitted and we anticipate receiving another 10-12. The organizational grants will be reviewed before the end of the calendar and available to organizations for their programs beginning in early 2023.

Public Art

We are continuing our work with consultant Todd Bressi to develop a public art plan for Sonoma County. Bressi will be visiting the county again in October. We will begin presenting a framework of the plan to community groups over the course of the coming weeks to collect feedback for our Board of Supervisors Ad Hoc committee.

Arts Education

We are working on outreach to school districts across the county to encourage applications for our Arts Education Framework Grants, deadline: October 12. Grants can be used for districts create new or revise existing plans for delivering arts education to their students districtwide. We have held two pre-application workshops to help potential applicants through the process. Currently we have a strong pool of potential applicants but are still working to ensure that all those who are interested are aware of the opportunity.

Director of Business Development Update

September 2022

HubSpot Dashboards & Reporting

- I did not include an updated EDB Team Overview Dashboard this month as I am still working through some updates to the report based on feedback received during recent board meetings. While I have made some progress, below is a re-cap of items that I am still working on. I am happy to share my screen during the board meeting and present a live version of the dashboard if Board Members are interested in a general update. My goal is to have everything complete by the October Board Meeting.
 - Business Industry
 - Drilldown NAICS Code/Business Activity
 - Refine demographic graph/representation
 - Will plan to prepare a historical overview of the last several years at the EDB with regards to assistance provide so we can compare our actual numbers to years outside of Covid-19

2022-2023 Visitor Center and Chambers Grants

- While the funding for this year's grant program cycle increased from \$350k (2021/2022) to \$500k, we received more than \$760,000 in funding requests
- Visitor Centers
 - Emphasis on location/services in unincorporated areas
 - Additional important factors for consideration included: hours of operation, response times and leveraged funding
 - \$445,765 total awarded to Visitor Centers for 22/23, which reflected an average of 75% of requested amounts for applicants
- Chambers
 - 10% Membership match, \$54,235 total awarded to chambers

EDB 3.0

- In addition to all the items highlighted in the Executive Director's update, I am also working with our consultant to facilitate a staff off-site meeting that will be held on Friday, September 30th after the Fall Conference. The goal of this meeting is to provide a more detailed update to staff regarding the process and work product and to also solicit feedback and suggestions based on what has been communicated to us through our external partners thus far. We see this meeting as a great opportunity for staff to be involved in the process and to think about how their individual work plans and priorities can help advance the overarching goals of this effort, in addition to supporting the efforts of their colleagues.