



# June 28, 2023 Economic Development Board Meeting

Wednesday,

8:00am - 9:00am

EDB Office

141 Stony Circle

Ste 110

Santa Rosa, 95401

## EDB Meeting Agenda

### I. CALL TO ORDER/ROLL CALL

### II. CONSENT ITEMS

A. April 26 2023 EDB Meeting Minutes

B. May 24 2023 EDB Meeting Minutes

### III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma

ii. Broadband

iii. Business Services

iv. EDB 3.0

v. Marketing and Communications

vi. SMEDD

### IV. BOARD BUSINESS

A. Guest Speaker: Óscar Chávez, President and CEO, Community Foundation Sonoma County

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

C. Action Items for next meeting (5 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, July 26, 2023

**Economic Development Board  
Meeting Minutes**

Wednesday, April 26, 2023

**I. CALL TO ORDER/ROLLCALL**

Wayne Leach, Vice Chair called to order the Economic Development Board (EDB) at 8:00 am

The following EDB Board members were present Wayne Leach, Linda Kachiu, Richard Marzo, Jorge Alcazar, Regina Mahiri, Skip Brand

The following EDB staff members were present Ethan Brown, Kristen Madsen, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Nina Cheek, Brad Johnson, Marcos Suarez. Christine Palmer, Lauren Cartwright, Samantha Kimpel, Bernadette Marko

**II. CONSENT ITEMS**

The meeting minutes from January 25, 2023, February 22, 2023, and March 22, 2023, were approved

Motion: Wayne Leach Second: Linda Kachiu  
Yeah: 6 Nay: 0 Abstained: 0

**III. POLICY/PROGRAM UPDATES:**

**A. Executive Director Update**

EDB is asking for additional funding for program changes request to support our programming.

EDB will no longer be funding visitor centers and Sonoma County Tourism will take over.

The Executive Director recruitment is still ongoing, hopefully we will know by next week.

**B. Business Development**

Board and staff had a brief discussion clarifying high level design and a low-level design in regard to Broadband

**C. Creative Sonoma**

On Monday April 24, a peer panel made recommendations for new ACE fellows.

Creative Sonoma will be reviewing the applications that were received for membership on the Task Force to oversee the Fire Memorial project starting in two weeks. We hope to select approximately 7 representatives from the applications including surviving family members, first responders and arts

professionals. We'll also include as much geographic, gender, ethnic and racial diversity as possible.

They will make committee recommendations to the full Board of Supervisors for their approval and hope to have a contract staff manager in place for this project in 4-6 weeks who will be the primary point person for moving this process forward. We are also working on a preliminary set of potential sites for the memorial.

#### D. EDB Rebranding and Communications

As part of the goal outlined in EDB 3.0 to develop and execute a communications strategy, we will be working with The Engine is Red on EDB rebranding and communications strategy. Rebranding will ideally build on EDB's past successes and showcase its evolution, and the communications strategy will address current challenges and identify opportunities to increase awareness of EDB's core services and resources.

The Advisory board will have an opportunity to provide ideas and insights during the first phase as part of the **"Influencer"** group. Influencers are inclusive of community partners, economic development partners, staff, and clients. The time commitment for this is anticipated to be no more than 30 minutes. There will be a stakeholder group that is representative of EDB and the community it serves. This group is smaller than the influencer group and will help to ensure the project remains in-line with rebranding and communications goals, while providing their unique perspectives. Anticipated time commitment is 2-4 meetings.

For the stakeholder group, we are asking for 2 advisory board members to participate. If you are interested in being part of the stakeholder group for this project, please email Aleena at [aleena.decker@sonoma-county.org](mailto:aleena.decker@sonoma-county.org).

### IV. BOARD BUSINESS

- A. Guest Speaker: Joshua Metz, Lead Advisor in the Economic Development service group at Regional Government Services (RGS)  
Josh gave an overview of his role at RGS and the services and support they offer.  
Board members discussed with Josh the different programs he is assisting SMEDD with and the details and timelines moving forward.

- B. Board reports  
Wayne and Ricardo: Discussed the Butter and Eggs Day Parade in Petaluma  
Skip: spoke about Levi's Gran Fondo and the success of his race at Lake Sonoma. Skip also mentioned that EDB used to do an Economic Impact report for these events.  
Kate Fosburgh let Skip know that EDB is working on an Economic Impact report for the Gran Fondo and will also be doing so for a few other future events taking place in Sonoma County.

**V. NEW BUSINESS**

Kristen Madsen announced her plan to wind down her time at Creative Sonoma.

**VI. ADJOURNMENT**

Wayne Leach, adjourned the meeting at 8:58 am.

**Economic Development Board  
Meeting Minutes**

Wednesday, May 24, 2023

**I. CALL TO ORDER/ROLLCALL**

Wayne Leach, Vice Chair called to order the Economic Development Board (EDB) at 7:50 am

The following EDB Board members were present Wayne Leach, Richard Marzo, Skip Brand, Jordan Kivelstadt (virtual)

The following EDB staff members were present Ethan Brown, Kristen Madsen, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Nina Cheek, Brad Johnson, Marcos Suarez. Christine Palmer, Lauren Cartwright, Samantha Kimpel, Bernadette Marko

**II. CONSENT ITEMS**

The meeting minutes from April 2023 were not approved due to lack of quorum

**III. POLICY/PROGRAM UPDATES:**

**A. Creative Sonoma**

Creative Sonoma is mid-stream on developing the Task Force that will oversee the Fire Memorial process. The Ad Hoc committee of community members reviewed the 16 applications we received and prioritized a list to complete interviews. Staff and committee members completed 12 interviews with an eye toward finalizing the slate of candidates within the next 1-2 weeks.

Creative Sonoma offered the contract position to staff the Fire Memorial project to Karin Demarest, formerly Vice President at the Community Foundation. Karin has a strong history of working on community engagement projects Sonoma County, including work specific for fire related initiatives. She launched a private consulting business when she left the Community Foundation several months ago. We are in the final stages of completing her contract after which she will begin working with us.

**B. Marketing and Communications**

Aleena gave a visual presentation of the Economic Development Ecosystem Reminded Board members to take the EDB 3.0 Survey

**IV. BOARD BUSINESS**

**A. Guest Speaker:** Grace Cheung-Schulman, Co-Chair, Asian American Pacific Islander Coalition (AAPIC) of North Bay

BOARD OF DIRECTORS	KATHRYN HECHT, CHAIR - JORGE ALCAZAR SKIP BRAND - BETZY CHAVEZ - WAYNE LEACH - LINDA KACHIU - REGINA MAHIRI - JORDAN KIVELSTADT - RICHARD MARZO ETHAN BROWN, INTERIM EXECUTIVE DIRECTOR	 707.565.7170	 <a href="http://WWW.SONOMAEDB.ORG">WWW.SONOMAEDB.ORG</a>	
	141 STONY CIRCLE, STE 110   SANTA ROSA, CA 95401			

Grace spoke about the AAPIC’s goals and upcoming events. She shared how the AAPIC was started and where they are headed. She shared the complex process of inserting herself into the community and gaining trust of the communities they are trying to advocate for. She also shared a few local events that will be taking place.

Board members inquired about the goals and measurements of AAPIC.

## V. BOARD REPORTS

Skip Brand: shared information about the Fitch Mountain foot race.

Richard Marzo: talked about the American Graffiti event in Petaluma.

## VI. ADJOURNMENT

Wayne Leach, adjourned the meeting at 8:15 am.

## **FY22-23 UPDATE**

### **Performance Goal 4 (Creative Sonoma)**

Description: Continuing its commitment to strengthening Sonoma County's arts and culture sector as a critical component of community and economic vitality, Creative Sonoma will provide parallel services to general EDB programs, specifically targeting both the creative sector and those who work with and support it (businesses, government, nonprofits). Programs include grants, an online resource bank, thought leadership, consultancies, and policy development. A specific focus will be to engage members of BIPOC communities in all aspects of these activities.

Outcome: Greater visibility and support for the integration of arts as a contributing sector for the community including building active networks between working artists and businesses looking for creative professionals, developing a percent-for-art ordinance -- to be reviewed and approved by the BOS if acceptable -- to ensure that art is included in qualifying public construction; stabilization of existing and emerging arts workers and organizations to pre-pandemic numbers; integration of the arts into planning processes for County Priorities (Office of Equity, DPW and General Services projects, Health Department communication campaigns, etc.

Measure: Cumulative revenues, audience participation, and staff size for arts organizations returned to pre-pandemic totals; outside grant funds into Creative Sonoma returned to pre-pandemic levels; traffic on [www.CreativeSonoma.org](http://www.CreativeSonoma.org) resources pages increased over pre-pandemic totals; increase applications for grants and participation in workshops from representatives of BIPOC communities by 25%; completion of consultancy to develop a public art ordinance program recommendation. Creative Sonoma completed a benchmark study of arts producing organizations in the county in 2019 and updated it mid-Covid in 2021 (attached). That study will be used as a baseline for the health of the creative sector.

We are in early discussions to complete a post-pandemic study of the arts producing organizations in order to have quantitative data on the health of the sector. Anecdotally, the sector is still struggling with loss of revenues, audiences, and job force but we do not have accurate data on the scope of the loss. Creative Sonoma has seen success in expanding its services: web traffic has significantly increased over March 2020 numbers. New users are up 990%; sessions are up 821% and page views are up 511%. Grant applicants from individuals numbered 26, the same as last fiscal but with 26 of 27 new applicants. Grant applicants from organizations grew from 36 in FY21-22 to 48 in FY22-23; applications from BIPOC organizations increased 66%. The Public Art Consultancy will be completed by September 2023.

Background Information: Over the first 6 years of its existence, Creative Sonoma has focused primarily on shoring up and sustaining the creative sector specifically. During that period, the division has been funded by the County for operating costs (\$750,000 in FY21-22) and regranting (\$125,000 in FY21-22). Additionally, Creative Sonoma has raised outside funds for grants and programs at approximately \$2 million since inception. It will now work to expand its purview to provide more direct services and programs to its sister county departments. Recent examples including providing expertise and managing processes to incorporate artwork into community projects like the Meredith Wharf, graffiti abatement/and safety barricades on the Hacienda

Bridge, etc.). Creative Sonoma will also expand its outreach to the business community for services such as providing lists of potential creatives (graphic designers, visual artists, musicians) that businesses have need of to advance their objectives. To that broad end, Creative Sonoma commissioned a facilitated process to develop a new Business Plan that outlines specific objectives and services, which was completed in August 2021 (attached).

## **FY23-24: NEW PERFORMANCE GOAL**

### **1.1.1. Performance Goal 1**

Description: Continuing its commitment to strengthening Sonoma County's arts and culture sector as a critical component of community and economic vitality, Creative Sonoma will provide parallel services to general EDB programs, specifically targeting both the creative sector and those who work with and support it (businesses, government, nonprofits). The key goal for FY23-24 is public art: 1) completing the Public Art Consultancy resulting in an approved Public Art Master Plan and Ordinance, and the Fire Memorial.

Measure: The Public Art Master Plan and Ordinance will be presented to the Board of Supervisors for review and action by September 2023. In FY23-24, the Fire Memorial will have met the following milestones: Task Force approval, site approval, selection of artist(s) to receive the commission, and review and approval of final design.

Background Information:

The charge to develop a Public Art Master Plan and Policy was stated in the original work plan that launched Creative Sonoma. Outside grant funds facilitated hiring a consultant in FY22-23 to guide Creative Sonoma through an assessment process and develop the resulting plan and policy for the BOS to consider. If the policy is approved, it will include the funding mechanisms to run the ensuing public art program. The Fire Memorial is a unique public art project opportunity that arose when the Board of Supervisors allocated funds for it in FY22-23. The development and implementation of the Fire Memorial is serving as a literal demonstration of the potential that the broader Public Art Policy will have within the County. If the Public Art Policy is adopted, it will become a part of the county's investment in infrastructure, and therefore, supports the Resilient Infrastructure pillar of the strategic plan. Each will be accomplished within existing allocations. Both programs have been designed to solicit and encourage participation from a wide diversity of community members including those who are or are working on behalf of traditionally marginalized communities.

# Broadband

## June 2023

### Team Members

- Brad Johnson, Business Strategy Analyst
- Kate Fosburgh, Economic Research Fellow
- Lauren Cartwright, Interim Deputy Director

### Infrastructure & Deployment

Board Briefings have been scheduled as we prepare for a (tentative) board date of August 1<sup>st</sup> to bring recommendations to the Board of Supervisors for further direction on low-level projects, governance structure and ideas around additional funding opportunities to expand low-level design.

- CPUC LATA Grant
  - High-level design is anticipated to be complete by the end of June

### Advanced Adoption

- Affordable Connectivity Program (ACP)
  - Approximately 38% (71,600) of all households (189,374) in Sonoma County are eligible for the ACP program. Currently 15% (10,974) of eligible households are enrolled in ACP.
  - We are currently in the process of building regionally specific design creative (will share at next board meeting) and getting quotes for printed materials, radio, and digital marketing advertising. We've already begun participating in events and look forward to launching the official marketing campaign later this summer.
- CA Emerging Technology Fund Regional Broadband Consortia Leadership Grant

### Access Sonoma Broadband

- Staff is currently in the process of re-connecting with City Broadband partners to provide an update on the EDB's broadband efforts and to look at potential ways to partner.

Business Services,  
Research & Reports  
June 2023

### Team Members

- Brad Johnson, Business Strategy Analyst
- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Kate Fosburgh, Economic Research Fellow

### HubSpot Dashboard

- July 1, 2022 to June 19, 2023
  - Starting next fiscal (and included within the July Board Update), we will be exploring an improved way to reflect staff's Community Engagement and Outreach efforts on the dashboard as well as incorporating visuals to show work/projects as they relate to the three domains of EDB 3.0 (see below). More to come!
    - Education & Workforce
    - Housing & Community
    - Jobs & Business

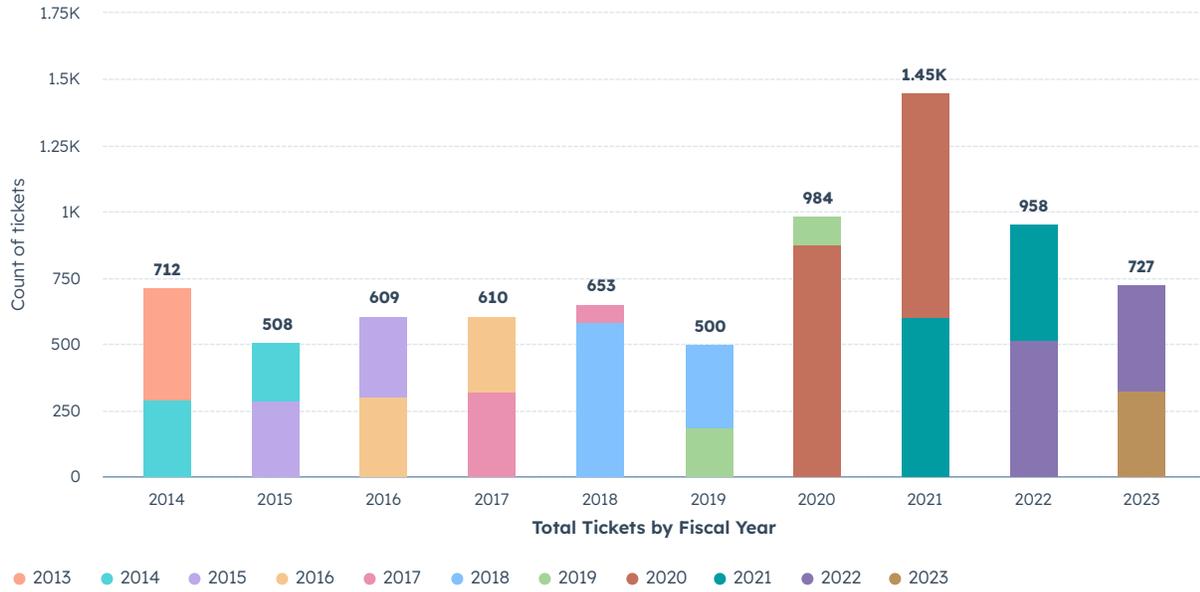
### Research & Reports

- Economic Impact Analysis
  - 2023 Sonoma County Restaurant Week Economic Impact – Design in Progress
  - 2023 Levi's Gran Fondo Economic Impact – In Review
  - 2023 Gravenstein Apple Fair Economic Impact – Researching
- Moody's Analytics
  - Information Technology Industry Report – Published
  - Finance Industry Report – Coming Soon!
- 2023 Sonoma County Indicators – Pending Data
- 2023 Education Progress Report Card – Pending Data

### Events & Outreach

- June 17<sup>th</sup>
  - Sonoma County Juneteenth – 53<sup>rd</sup> Annual MLK Community Festival Celebration of Diversity and Inclusion
    - Promotion of EDB Services + Broadband Affordable Connectivity Program
  - Sonoma Valley Community Picnic
    - Shared table with La Luz Center with a focus on promoting EDB Services

## EDB Historical Data - 2013 to Present



## Total Businesses Served FY23

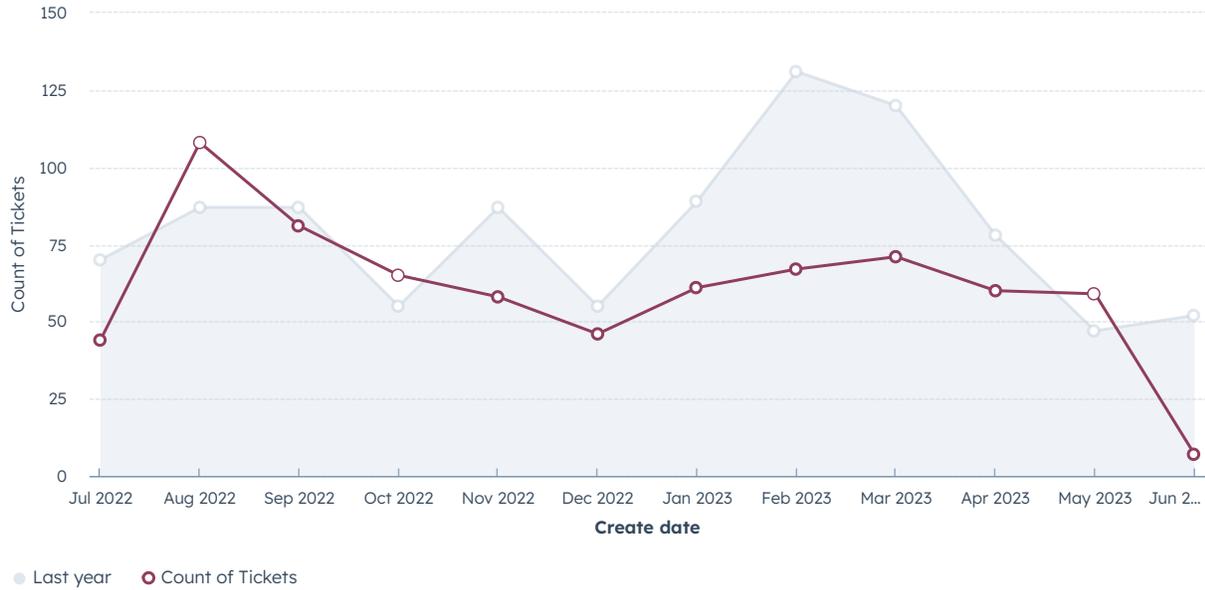
Date range: From 7/1/2022 to 6/30/2023

COUNT OF TICKETS

727

## Total Businesses Served (YOY)

Date range: From 7/1/2022 to 6/30/2023 | Frequency: Monthly | Compared To: Year before



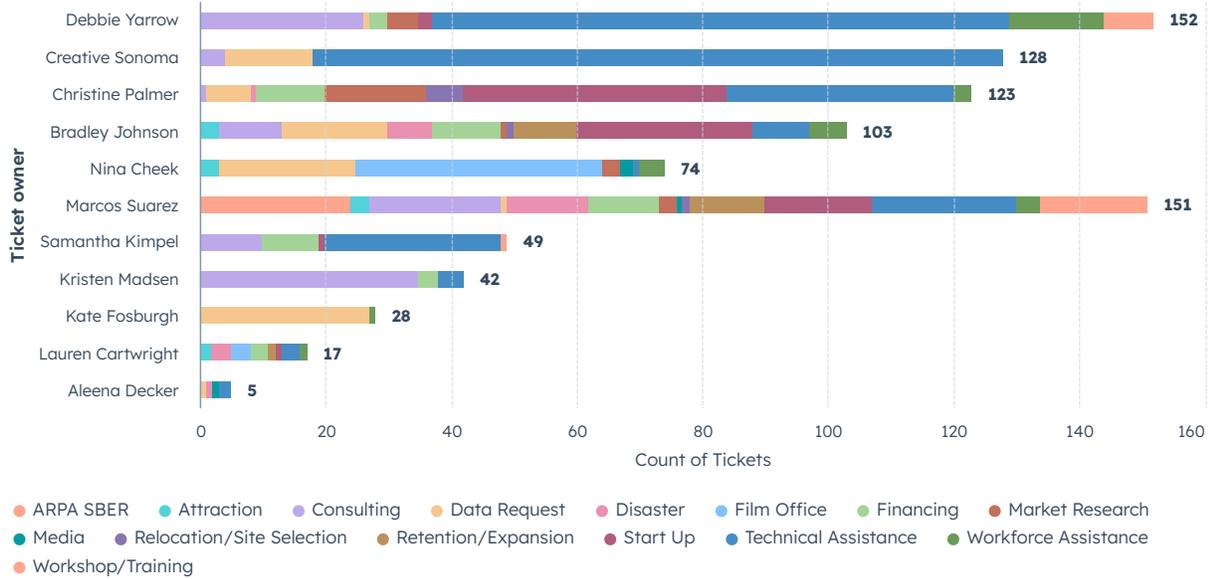
## Business Assist Detail

Date range: From 7/1/2022 to 6/30/2023

<b>ARPA SBER</b> 24	<b>ATTRACTION</b> 11	<b>CONSULTING</b> 107	<b>DATA REQUEST</b> 90
<b>DISASTER</b> 25	<b>FILM OFFICE</b> 42	<b>FINANCING</b> 51	<b>MARKET RESEARCH</b> 28
<b>MEDIA</b> 4	<b>RELOCATION/SITE SELECTION</b> 8	<b>RETENTION/EXPANSION</b> 23	<b>START UP</b> 91
<b>TECHNICAL ASSISTANCE</b> 308	<b>WORKFORCE ASSISTANCE</b> 34	<b>WORKSHOP/TRAINING</b> 26	

## Ticket Volume and Assist Type by Staff Member

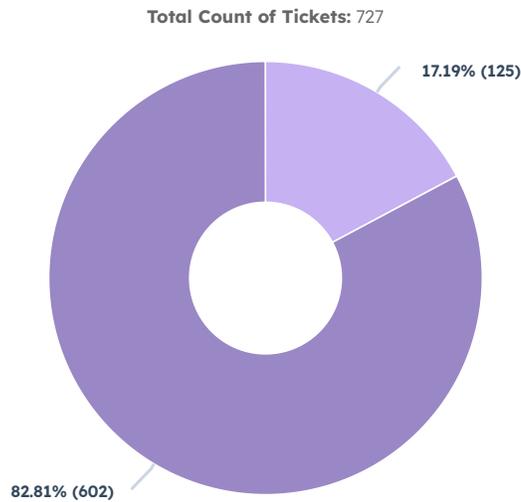
Date range: From 7/1/2022 to 6/30/2023



## Business Type

Date range: From 7/1/2022 to 6/30/2023

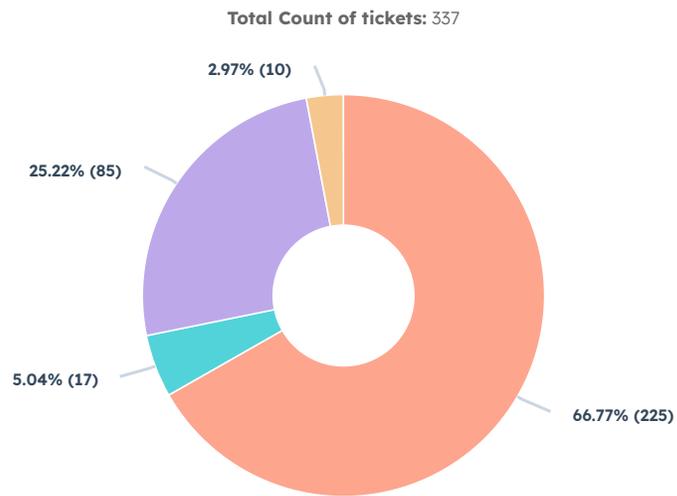
Legend: New (light purple), Existing (dark purple)



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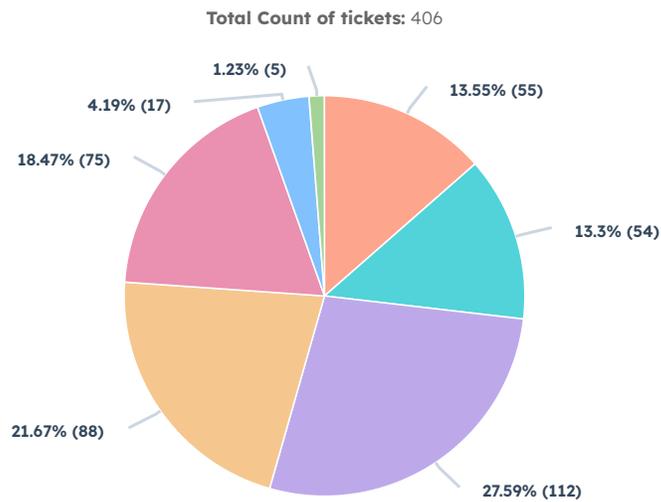
## Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown



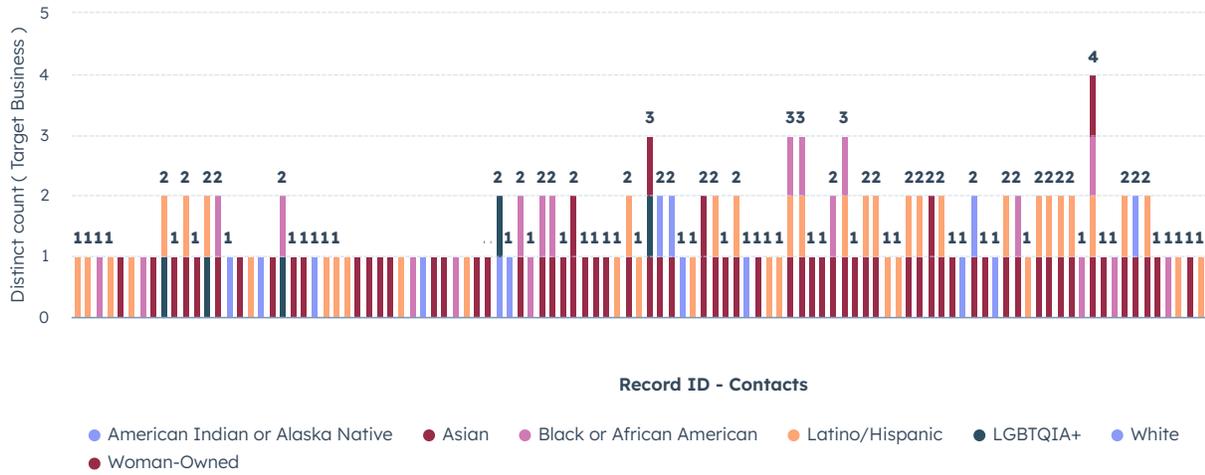
## Business Location x Supervisor District

● 1 ● 2 ● 3 ● 4 ● 5 ● Outside of Sonoma County ● Unknown





## Business Demographics



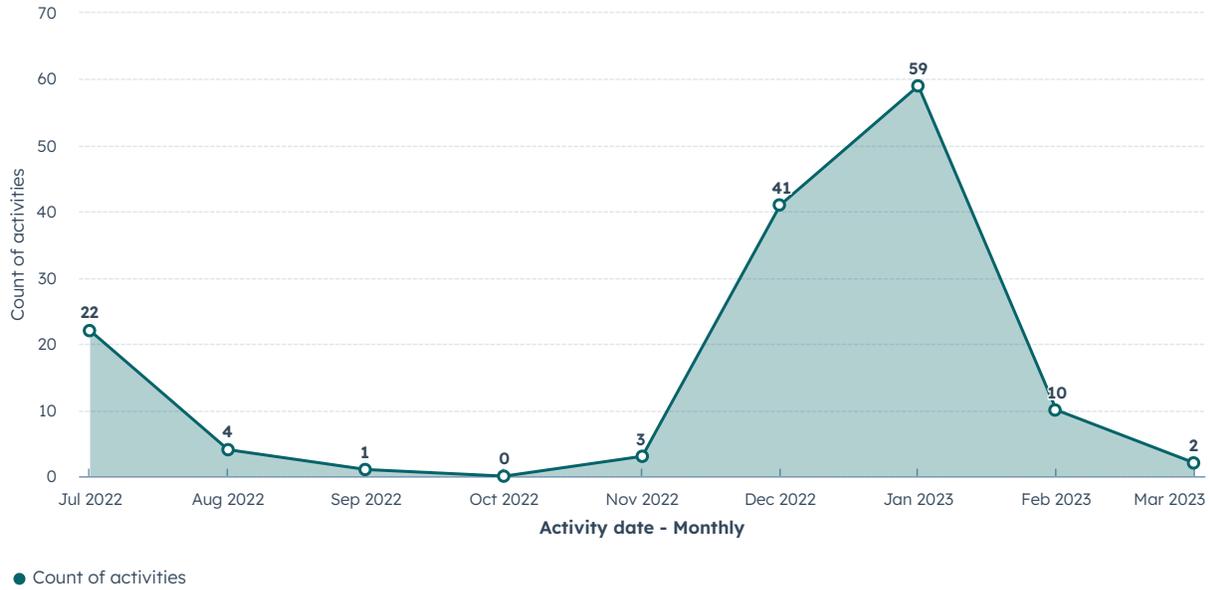
## BRE Meetings

Date range: From 7/1/2022 to 6/30/2023

**CALL**  
**1**

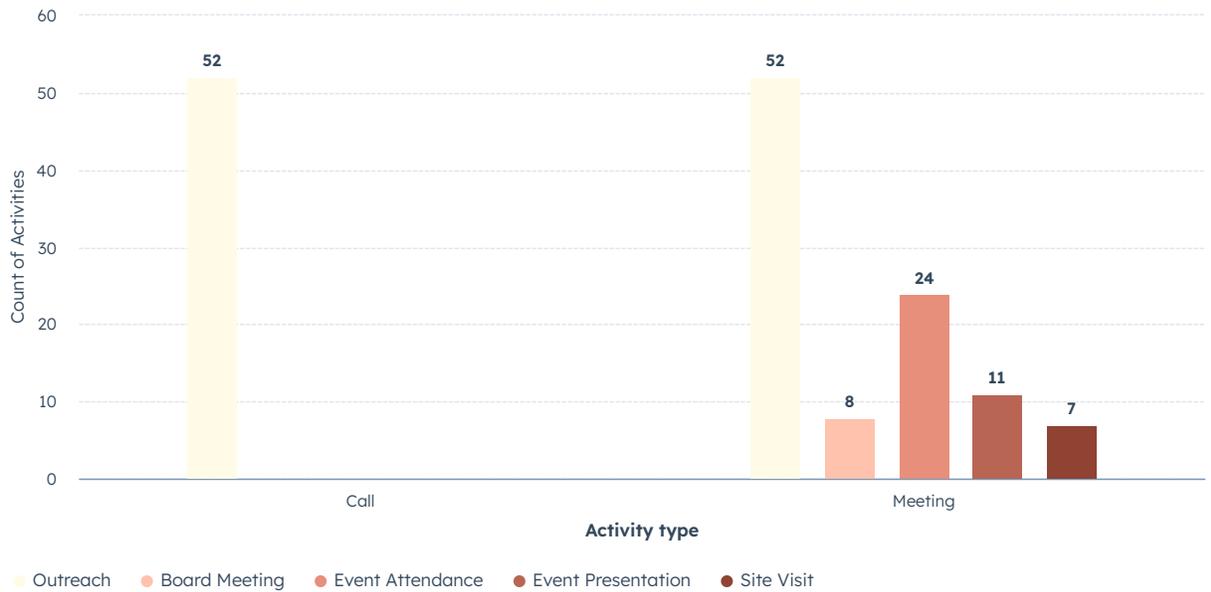
**MEETING**  
**10**

## BRE Outreach FY23



## Business Community Outreach and Engagement

Date range: From 7/1/2022 to 6/30/2023



## Total Email Campaigns

COUNT OF MARKETING EMAILS

**44**

## Total Marketing Contacts

Date range: All time

COUNT OF CONTACTS

**16,335**

## Event Attendance & Presentations

Date range: From 7/1/2022 to 6/30/2023

DEAL NAME	DEAL STAGE	CLOSE DATE
<a href="#">Charla 2023</a>	Develop Presentation (External Events)	7/13/2023
<a href="#">Sonoma County Forum</a>	New Request (External Events)	-
<a href="#">2023 Leadership Santa Rosa</a>	Develop Presentation (External Events)	6/15/2023
<a href="#">Create CA Prop 28 Conference</a>	Event Completed (External Events)	5/31/2023
<a href="#">Healdsburg Fire and Earthquake Safety Expo</a>	Event Completed (External Events)	5/6/2023
<a href="#">Windsor Chamber Monthly Member Meeting</a>	Event Completed (External Events)	4/19/2022
<a href="#">Sonoma Valley Chamber of Commerce</a>	Event Completed (External Events)	4/2/2020
<a href="#">SRJC Job Link</a>	Event Completed (External Events)	2/1/2023

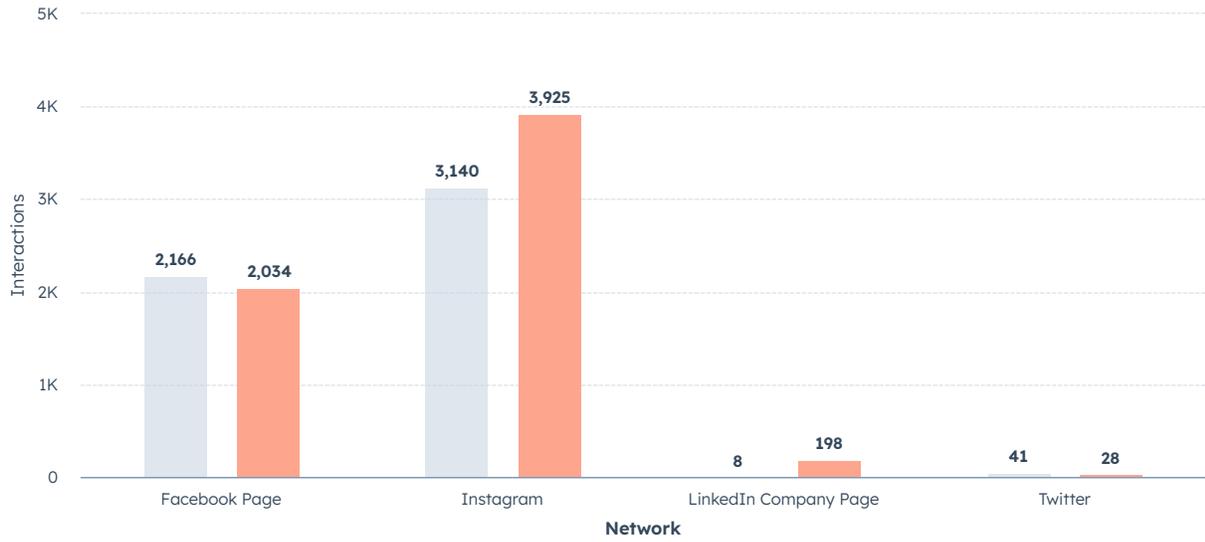
## Email Activity Detail

Date range: From 7/1/2022 to 6/30/2023

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
<a href="#">Arts Education Alliance Event Reminder</a>	328	51.22%	7.32%	14.29
<a href="#">Arts Education Alliance Newsletter December 2022</a>	314	44.27%	6.69%	15.11
<a href="#">Teaching Artists Open Call</a>	334	43.24%	4.8%	11.11
<a href="#">Arts Education Alliance Newsletter November 2022</a>	320	42.45%	8.18%	19.26
<a href="#">Arts Education Alliance June Mixer</a>	352	41.19%	2.27%	5.52
<a href="#">Arts Education Alliance Newsletter January 2023</a>	353	39.2%	5.4%	13.77
<a href="#">Arts Education Alliance Newsletter September 2022</a>	333	39.04%	3%	7.69
<a href="#">Restaurants Care Spring 2023 Grant</a>	453	38.69%	19.91%	51.46

# Social Media Engagement

Date range: From 7/1/2022 to 6/30/2023 | Compared To: Previous 365 days



● Previous period ● Interactions

Some reports may not print in full. Please visit your dashboard to view the complete data set.

EDB 3.0  
June 2023

**Team Members**

- All Staff

	Months 1-3	Months 3-6	Months 6-12	Months 12-18	Status
<b>Organizational Elements</b>					
Design membership, structure of collaborative			X		In Progress
Develop and execute communication strategy	X	X	X	X	In Progress
Evolve convening and facilitation capacities			X		
Determine data needs, design network		X	X		In Progress
Develop workplan with leaders of collaborative			X	X	
Identify ways to connect, support existing efforts			X	X	
Identify gaps and new cooperative activities				X	
Develop workplan with EDB Staff			X		
Establish objectives and metrics			X		
Develop membership and operating plan for cross-sector practitioner support team		X	X		In Progress
Identify and pursue initial opportunities			X	X	
<b>Capacity Assessment</b>					
Determine overall capacity requirements	X	X	X		Complete
Realign existing capacities; assess net new needs		X	X	X	In Progress
Assess budgetary needs	X	X	X		In Progress
<b>Resource Augmentation</b>					
Hire new staff (as authorized)			X	X	
Implement capacity building			X	X	
Coordinate staff work among partners		X	X	X	

**Capacity Assessment**

- Throughout calendar year 2023, staff has worked on a capacity assessment and evaluation of structural options to support work outlined in EDB 3.0 while maintaining the continuity of existing departmental operations. The resulting structure will create a new division focused on elements of the Action Plan, including the evolution of the department’s advisory structure, expanded partnerships with public and private organizations in support of business, education and housing recommendations, fund development, and existing special projects such as broadband and the Sonoma-Mendocino Economic Development District.
- During June budget hearings, the EDB was provided the resources necessary to recruit for a third Business Development Manager, who would be responsible for leading the new division. Recruitment for that position, as well as an existing position currently filled on an interim basis, is expected to begin in July.

# Marketing and Communications

## June 2023

### **Team Members**

- Aleena Decker, Conference and Communications Coordinator

### **2023 Economic Prosperity Awards**

Celebrating economic wellbeing and increased quality of life in Sonoma County. The Economic Prosperity Awards recognize organizations that contribute to the overall economic health of their communities, progressing Sonoma County economic development priorities. In total, there are six awards: two classes with three categories in each class.

[Please share with your networks for nominations!](#)

- Jul 24: Nomination Deadline
- July 31 – August 28: Public Voting
- September 5: Award Announcement
- October 19: Award Presentation @ Fall Economic Perspective

### **2023 Fall Economic Perspective**

- SAVE THE DATE! October 19, 2023 @ Sonoma State University

### **Sonoma County Connections**

- Logo Refresh/Re-brand – In Progress
- Website Refresh – In Progress
- Photo and Video Shoots of local business owners for website use/promotion – Editing/Review in Progress

# Sonoma Mendocino Economic Development District

June 2023

## Team Members

- Brad Johnson, Business Strategy Analyst
- Lauren Cartwright, Interim Deputy Director
- Ethan Brown, Executive Director

## Ag Tech Innovation Hub Event Re-cap + Next Steps

- Context: The University of California Agriculture and Natural Resources division has recently created momentum and partnerships in the state to identify areas for regional Ag-tech innovation centers to spark economic development and innovation in the industry.
- The Sonoma Mendocino Economic Development District Hosted a brainstorming event on Tuesday, May 30<sup>th</sup>, in which stakeholders from around the region gave input as to how they see an Ag-Tech innovation hub operating in the North Coast region. The engagement was both robust and diverse as there was representation from business/economic development, both Counties' acting agricultural commissioner, tribal representation, ag-robotics, venture capital, soil engineers, the university of California, and more. The next step in this process is to take the report out from this input and use it to apply for a feasibility study, which will further inform the implementation, benefits, and challenges of an ag-tech innovation hub in this region.

## Economic Recovery Corps

- Context: The International Economic Development Council (IEDC) and partners are beginning a program in which they will place 65 funded Economic Recovery Corps fellows to engage in economic development projects or plans that generate new practices for equitable and inclusive change. During the IEDC hosted webinar on June 8<sup>th</sup>, the program leaders insisted that regions with active comprehensive economic development strategies are encouraged to consider hosting a fellow to implement CEDS strategies and projects. The program is described on the IEDC's webpage as, "building a nationwide corps of diverse, cross-sector talent with the skills and expertise to help activate regional economic development strategies that promote connectivity, innovation, and knowledge-sharing between urban, rural, and tribal areas across the U.S. Over the course of the 2.5-year (30 month) fellowship, selected host organizations will receive technical assistance, planning, and capacity-building support from an ERC Fellow who will be based in their community or region.

IEDC and its partners will place up to 65 Economic Recovery Corps (ERC) Fellows in economic development and related organizations in under resourced communities throughout the nation. Hosts will reflect the entire community and economic development field spectrum, from city and county government to regional coalitions, economic development organizations, economic development districts (EDDs), and entrepreneurial technical assistance providers. Fellows will be highly trained early to mid-career professionals, equipped to help identify and advance innovative, locally driven initiatives to build stronger, more resilient, and inclusive economies".

- In the last board of directors meeting on Friday, June 16<sup>th</sup>, the Sonoma Mendocino Economic Development District's Board of Directors approved submitting a draft letter of interest to the International Economic Development Council stating that the district is interested in hosting a fellow to implement projects and works from the district's comprehensive economic development strategy (CEDS). The outlined vision in the draft letter of interest includes implementing goal one of the CEDS, developing the blue, green, and creative/tourism economies, in mutual fashion with goal two, supporting people, through tribal partnerships and outreach to underserved communities.