



Economic Development Board Meeting Agenda

Wednesday, October 25, 2023

8:00am - 9:00am

Economic Development Board

141 Stony Circle Suite #110

Santa Rosa, CA, 95401

For meeting accommodations contact:

juanita.fong@sonoma-county.org

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. September 27 2023 Meeting Minutes

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

- i. Creative Sonoma
- ii. Business Service and Research
- iii. Broadband
- iv. Marketing and Communications

IV. BOARD BUSINESS

A. Guest Speaker: Jill McLewis, Sebastopol Councilmember

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

C. AD HOC and Committee Updates

D. 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, December 13, 2023

Economic Development Board
Meeting Minutes

Wednesday, September 27, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 7:46am

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

The following EDB staff members were present Ethan Brown, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Brad Johnson, Marcos Suarez, Lauren Cartwright, Bernadette Marko, Samantha Kimpel, Lindsey Collins, Zach Koblick de Leon, Rebekah Heinze

II. CONSENT ITEMS

The meeting minutes from September 27, 2023, approved.

Motion: Wayne Leach Second: Jordan Kivelstadt

Yay: 7 Ney: 0 Abstained: 1

III. POLICY/PROGRAM UPDATES: BOARD FEEDBACK/QUESTIONS ON INFORMATION ITEMS

A. Creative Sonoma

Board item for Public Art Policy is regrouping, Kristen Madsen is willing to co-present with the new Creative Sonoma Director.

Next Board item is the Fire Memorial. The group is working on proposed sights, Board of Supervisors asked for 5 potential sites.

B. Broadband

The Sonoma County Economic Development Board’s broadband team is actively engaged with Golden State. Connect Authority in developing a Federal Funding Account application that would fund fiber infrastructure deployment to four of the identified priority project areas:

- o Jenner - approximately 4.87 miles
- o East Santa Rosa - approximately 24.96 miles
- o Walsh Landing - approximately 12.18 miles
- o East Cloverdale / Preston - approximately 44.42 miles

Approximately 38% (71,600) of all households (189,374) in Sonoma County are eligible for the Affordable Connectivity Program (ACP). Currently 17% (11,968) of eligible households are enrolled in ACP (as of July 31, 2023).

- Radio and digital marketing campaigns have both started within the last month. Wine Country Radio: Advertisements on Latino 100.9, Exitos 98.7, and Krush 96.9 began 8/23.
- Amaturio Sonoma Media: Digital campaign using search engine marketing and geofencing began 9/15.
- Social Media: EDB will run a social media campaign on Facebook and Instagram to begin within the next few weeks.

C. Business Assistance

Ethan Introduced Lauren Cartwright and Katherine DiPasqua as the new Business Development Managers

Ethan introduced Jessica Martinez as the new Business Diversity Coordinator.

Marcos spoke about the opening of Sonoma County’s first Filipino market, Kabayan.

Lauren gave a brief description of the EDB Historical Data charts included in the report.

Board members discussed the variety of data included in the Business Assistance Research reports.

Board members discussed the district demographic and city reports. District reports can be found on the EDB website.

IV. BOARD BUSINESS

A. Guest Speaker: Jonny Westom, Sonoma County Tourism VP of Business Development

Mr. Westom gave a presentation on their business plan, current events, and future events the Sonoma County Tourism Office is engaging in as well.

B. Board Reports

District 5: Nick Schwanz asked for more data for the unincorporated areas.

C. ADHOC and committee Updates

DEBA Committee is working on a rubric for the EDB general use.

EDB staff is working on getting the information for the Governance ad hoc to get started on review of bylaws.

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:07 am.

Business Services & Economic Research October 2023

Team Members

- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Jessica Martinez, Business Diversity Project Coordinator
- Lindsey Collins, Economic Research Fellow
- Zachary Koblick de León, Workforce Innovation Fellow
- Lauren Cartwright, Director

HubSpot Dashboard

Please see attached.

Business Services

Staff is partnering with the Career Technical Education (CTE) Foundation to participate in their working group ([Accelerate ED](#)) to build a New School Model for student career pathways through the promotion of dual enrollment for local high school students. Participation includes, but is not limited to monthly convenings, blueprint planning and data research and analysis. Specifically, we are researching ways to drilldown on existing data (from the Job Market Tracker report) to better inform industry pathway development with respect to the variety of career opportunities within a sector.

Research & Reports

For an update on current reports in progress and coming up, please see Page 10 of the attached PDF.

Broadband

October 2023

Team Members

- Brad Johnson, Department Analyst
- Kate Fosburgh, Digital Access Project Coordinator
- Katherine DiPasqua, Director

Infrastructure & Deployment

Internet Service Provider (ISP) Outreach & Engagement:

- The EDB Broadband team has met with four major private providers (Comcast, Sonic, Frontier & AT&T) to begin brainstorming public private partnership opportunities. Below is a list of potential opportunities to partner with private providers, gauged simply by verbal interest from our outreach and meetings:
 - Multiple Dwelling Unit and Mobile Home Park Connection Assistance: This engagement could be either financial to help subsidize infrastructure on the residentially dense parcels or a form of outreach to ease access permissions from landlords.
 - Fostering Better Permitting Practices: Utilizing the State of [California's Local Permitting Playbook](#) and SB 378, "broadband infrastructure development project permit processing: microtrenching permit processing ordinance", the EDB would facilitate a conversation between providers and local permitting agencies to assist in processes that would safely and efficiently expedite broadband infrastructure deployment.
 - Reassembly of Access Sonoma Broadband Provider Convenings: The EDB, via Access Sonoma Broadband, would host quarterly meetings where ISPs, the County, and other broadband organizations could update each other on recent activities and deliberate on partnership opportunities. Providers expressed a desire for the return of these meetings and that function to be served.
 - Letters of Support: The County of Sonoma would provide letters of support for private provider's grant applications when and where appropriate and non-contradictory to its arrangement with Golden State Connect Authority.

Cloverdale Bridge Conduit:

- Among the four project areas included in the County's Federal Funding Account application, East Cloverdale/Preston is one of the key priorities. During the EDB's Broadband Team's discussions with the City of Cloverdale's management and executive staff, an opportunity emerged. They proposed the inclusion of conduit infrastructure in the engineering plans for the [permanent Asti bridge project](#). This would not only connect residents on both the East and West sides of the river to the open access network, but also allow for improved access to other digital resources and services for everyone in the area. The EDB Broadband Team engaged with the Sonoma County Department of Public Infrastructure (SPI), who confirmed this is a good idea. The EDB team is awaiting direction from SPI engineers on next steps.

City Partner Outreach:

- The EDB Broadband Team updated city partners on recent progress made for infrastructure deployment and advanced adoption. From that correspondence, the team connected the City of Cotati to Golden State Connect Authority to learn more about partnership opportunities and joining their open access network.

Advanced Adoption

- Affordable Connectivity Program (ACP)
 1. Approximately 38% (71,600) of all households (189,374) in Sonoma County are eligible for the ACP program. Currently 18% (12,640) of eligible households are enrolled in ACP.
 - The most significant enrollment progress has been made in the Santa Rosa area, with zip code enrollment rates as high as 46%.
 2. Upcoming Opportunities
 - Tabling for ACP enrollment at South County Office in Petaluma
 - Tabling for ACP enrollment at Economic Assistance Service Center (Paulin Dr, Santa Rosa)
- CA Emerging Technology Fund Regional Broadband Consortia Leadership Grant
 1. Preparing outreach to over 100 schools across the four counties, where ALL families are eligible for the Affordable Connectivity Program based on school participation in the Community Eligibility Provision program.
 2. Kate Fosburgh and Jeff Tyrrell (Mendocino) gave a presentation to California Regional Broadband Consortia on the North Bay North Coast region's broadband implementation strategies and best practices on September 27th, 2023.

Marketing and Communications October 2023

Team Members

- Aleena Decker, Conference and Communications Coordinator

Sonoma County Connections Presentation

- Logo Refresh and Website Update = [Accolade from National Association of Government Web Professionals](#) !



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From: [Sonoma County Public Affairs](#)
To:
Subject: Press release: Sonoma County websites earn accolades from National Association of Government Web Professionals
Date:

FOR IMMEDIATE RELEASE
Oct. 10, 2023

Sonoma County websites earn accolades from National Association of Government Web Professionals

SANTA ROSA, CA – The Sonoma County Information Systems Department was recently recognized by its peers among the National Association of Government Web Professionals with separate awards for two county websites - the **Sonoma County Regional Parks** microsite and the Sonoma County Economic Development Board's **Sonoma County Connections** website.

While Regional Parks took home the Members Choice Award for the "Microsite / Special Feature" category, EDB's Sonoma County Connections website, which promotes the county's nine incorporated cities and multiple unincorporated

communities, earned both the Pinnacle and Members Choice Awards for the "City/County Custom Website" category.

"This is a credit to staff members of the Economic Development Board, Regional Parks and the County's web team for their work and collaboration on these award-winning websites," said Dan Fruchey, director of the Sonoma County Information Systems Department. "These awards are a reflection of our hard work and the pride we have for our region."

The NAGW Pinnacle Awards are an annual celebration of the best in government web communications, design, development and innovation. The awards are intended to recognize the hard work and dedication of government web professionals who are committed to delivering exceptional digital experiences for their citizens.

NAGW members include professionals in social media strategy, data management, Geographic Information Systems, advanced analytics, digital services, accessibility and compliance.

For more information about the Sonoma County website awards from the **National Association of Government Web Professionals**, please contact Jeff Deffenbaugh, Information Technology Manager, at (707) 565-5992 or Jeff.Deffenbaugh@sonoma-county.org.

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