



# Economic Development Board Board Meeting

Wednesday, September 27, 2023

8:00am - 9:00am

141 Stony Circle Suite#110

Santa Rosa, CA, 95401

For meeting accommodations contact:

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## EDB Meeting Agenda

### I. CALL TO ORDER/ROLL CALL

### II. CONSENT ITEMS

A. August 23 2023 EDB Meeting Minutes

### III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

- i. Creative Sonoma
- ii. Broadband
- iii. Business Assistance
- iv. SMEDD
- v. EDB 3.0

### IV. BOARD BUSINESS

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

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

C. Action Items for next meeting (5 mins)

D. AD HOC and Committee Update

### 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, 2023

Economic Development Board  
Meeting Minutes

Wednesday, August 23, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at

The following EDB Board members were present Kathryn Hecht, Jorge Alcazar, Jordan Kivelstadt, Betzy Chavez, Regina Mahiri, Nick Schwanz, Richard Marzo, Skip Brand

The following EDB staff members were present Ethan Brown, Kristen Madsen, 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 August 23, 2023, approved.

Motion: Jordan Kivelstadt Second: Jorge Alcazar




Yay: 8 Ney: 0 Abstained: 0

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

A. Creative Sonoma

The job announcement for the Director position went live this week and will be posted at a wide variety of sources. These include local, regional, and national arts sites, economic development associations, grant makers organizations, regular job sites (Indeed, etc.), local publications (Press Democrat, La Voz, etc.), regional universities and colleges, the Creative Sonoma newsletter, and more.

The Public Art Ad Hoc committee met in July to discuss final details of the proposed Public art Policy and Master Plan. We received feedback on the remaining key questions and guidance from the CAO that are strong enough for us to finalize drafts and bring them forward to the full Board of Supervisors in September. The Master Plan will be posted to the Creative Sonoma website with an encouragement for public feedback. We will have one more meeting of the Ad Hoc to review final drafts and board presentation materials.

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




Board members expressed their appreciation for Kirsten and all her accomplishments throughout the year for the department.

## B. Broadband

On August 1st staff provided 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. Below is a re-cap of the approved recommended actions...

- Approved recommendations
  - Memorandum of Understanding (MOU) with Golden State Connect Authority
  - Uncodified Ordinance
  - Selected Priority Areas
    - The Sonoma County Board of Supervisors analyzed a list of 23 proposed priority areas and identified 7 areas (213 miles total) to prioritize for low level (shovel ready) engineering designs for. The areas selected by the Sonoma County Board of Supervisors are: 1. Jenner - 4.87 miles 2. East Santa Rosa - 24.96 miles 3. Walsh Landing - 12.18 miles 4. East Cloverdale / Preston - 44.42 miles 5. West Cloverdale - 41.75 miles 6. Mark West / Shiloh - 49.24 miles 7. Annapolis - 36.18 miles
  - American Rescue Plan Act funding allocation
  - Delegate Authority for Grant Agreements
  - Delegate Authority for Low-Level Design Expansion
    - The Sonoma County Board of Supervisors delegated authority to the Economic Development Board's executive director to expand an existing agreement with Golden State connect authority for low level design. This expansion will fold in the additional -160 miles of shovel ready engineering design.

The Economic Development Board is prepared to engage in an agreement with Golden State Connect Authority to design, deploy, operate, and maintain broadband infrastructure in Sonoma County. One of the first of many steps towards financing this infrastructure will be an infrastructure grant application submission by Golden State Connect Authority to the California Public Utilities Commission (CPUC) for the Federal Funding Account award opportunity. The Board also provided interest and guidance to staff to further investigate public private partnerships for areas that are not feasible to Golden State Connect

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Authority’s open access model. Staff is reaching out to incumbent internet service providers to preliminarily inquire about their interest and insights around public private partnerships. In addition to the actions above, staff is keeping local partners up to date about the progress, opportunities, and obstacles surrounding broadband deployment in Sonoma County. Local partners include Cities, private providers, non-profits, tribes, and residents.

C. EDB 3.0

- a. 3 Business Development Manager recruitments currently in progress
- b. Ethan met with Peter Rumble (Santa Rosa Metro Chamber) and Oscar Chavez (Community foundation Sonoma County) to work on a collaborative structure.

IV. BOARD BUSINESS

- a. Guest Speaker: Mike Lee, Sonoma State University (SSU) President

Mr. Lee spoke about the current enrollment status of SSU, and the actions put in place to increase enrollment. He also highlighted the revenue SSU contributed to the city of Rohnert Park and the County of Sonoma.

- b. Board Reports

District 2: Petaluma Wine and Beer Festival on 9/9/23

District 1: Jordan Kivelstadt spoke about the “D1” tour Supervisor Gorin, Ethan, Betzy, himself, and few other folks attended.

Governance ad hoc is ready to go. EDB staff working on report out and rewrite of by laws.

- c. ADHOC and committee Updates

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

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:05 am.