



# August 2024 EDC Advisory Board Meeting

Wednesday, August 28, 2024

8:00am - 9:00am

Economic Development Collaborative

141 Stony Circle, Suite 110

Santa Rosa, CA, 95401

For special accommodations please contact: [juanita.fong@sonoma-county.org](mailto:juanita.fong@sonoma-county.org)

## EDC Meeting Agenda

### I. CALL TO ORDER/ROLL CALL

### II. CONSENT ITEMS

A. July 24 2024 EDB Minutes - 3

### III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma - 5

ii. Marketing and Communications - 7

iii. Business Services and Research - 10

iv. Broadband - 19

### IV. BOARD BUSINESS

A. Guest Speaker: Patti Andrews, Program Manager,  
EDC

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, September 25, 2024

**Economic Development Board  
Meeting Minutes  
Wednesday, July 24, 2024**

**I. CALL TO ORDER/ROLLCALL**

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 8:12 am on July 24, 2024

The following EDB Board members were present: Kathryn Hecht, Wayne Leach, Nick Schwanz, Linda Kachiu, Ricardo Marzo, Skip Brand

The following EDB staff members were present: Aleena Decker, Debbie Yarrow, Brad Johnson, Lauren Cartwright, Bernadette Marko, Tara Thompson, Marcos Suarez, Jessica Martinez, Katherine DiPasqua, Christine Palmer, Lauren Cartwright, Jack Kampmann

**II. CONSENT ITEMS**

The meeting minutes from June 26, 2024, were approved.

Motion: Ricardo Marzo Second: Wayne Leach

Yay: 6 Ney: 0 Abstained: 0

**III. ACTION ITEMS**

**A. Election of Officers**

- Kathryn Hecht – Chair
- Wayne Leach – Vice Chair

Motion: Nick Schwanz Second: Ricardo Marzo

- Yay: 6 Ney: 0 Abstained: 0

**IV. BOARD BUSINESS**

**A. Guest Speaker: Lauren Cartwright and Ethan Brown Economic Development Board**

Lauren gave a brief history of the EDB Research Program, its various stages, accomplishments and goals throughout the years. Both Ethan and Lauren discussed the expansion options and incorporation of future program development incorporating the EDB 3.0 action plan approved by the Board of Supervisors in 2022. In the last several months staff have been researching various programs and ways to strategically involve the department in assisting the businesses and economic development within the County. They discussed the hardship of the fellowship program due lack of funding and limited resources via the State.

Board members discussed various options for the fellowship program as well as ideas for additional funding for the department while promoting local economic development.

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:00 am.