



Economic Development Board Foundation Meeting Book

Wednesday, February 28, 2024

7:30 a.m. – 8:00 a.m.

EDB Office

141 Stony Circle, Suite 110

Santa Rosa, CA 95401

FOUNDATION

Economic Development Board Foundation

Meeting Agenda

Wednesday, February 28, 2024

7:30 a.m. – 8:00 a.m.

I. CALL TO ORDER

II. CONSENT ITEMS

All agenda items on the Consent calendar will be approved in a single motion unless a Board or Staff member requests separate action on a specific item.

A. Minutes of meeting dated January 24, 2024 (page 3)

III. ACTION/POLICY ITEM

A. Election of Officers

Election of Chair, Vice-Chair, Treasurer & Secretary of Foundation for term ending June 30, 2024

IV. INFORMATIONAL ITEMS

All informational items are included in the board packet for Board feedback or questions.

A. Foundation Events Update (page 5)

B. Foundation Sponsorships Update (page 6)

V. 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.

VI. BOARD MEMBER ANNOUNCEMENTS

VII. CONCLUSION: Next Scheduled Meeting – Wednesday, March 27, 2024

**Economic Development Board
Foundation Meeting Minutes
Wednesday, January 24, 2023**

I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, Chair called to order the Foundation meeting of the Economic Development Board (EDBF) at 7:37 AM on January 24, 2023, at the EDB Office.

The following EDB Board members were present: Kathryn Hecht, Wayne Leach, Jorge Alcazar, Jordan Kivelstadt, Betzy Chavez

The following EDB staff members were present Ethan Brown, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Brad Johnson, Lauren Cartwright, Bernadette Marko, Samantha Kimpel, Lindsey Collins, Tara Thompson, Christine Palmer, Marcos Suarez, Jessica Martinez, Tara Thompson, Katherine DiPasqua, Rebekah Heinze

II. CONSENT ITEMS

- A. The meeting minutes from December 13, 2023, and monthly financial statements from September, October, and November 2023 were approved.

Motion: Jordan Second: Jorge
In favor: 7 Opposed: 0 Abstained: 0

VI. INFORMATIONAL ITEMS

A. Foundation Events Update

- The 2023 Economic Perspective
 - Ticket sales are at 356.
 - Date: January 25, 2024
 - Speaker: Dr. Jerry Nickelsburg
 - Location: Sonoma State University
 - 2024 Economic Perspective will include an annual forecast for the year as well as a panel focused on the agriculture industry. Supervisor Rabbitt will moderate and be joined by family farms and agriculture stakeholders. The panel will discuss agriculture’s current challenges, role in the community, and innovation.

B. Event Advisory Committee

The Event Advisory Committee will be sending out invites. EDB staff members have provided several recommendations for potential members. The board is also invited to submit recommendations. Please email recommendations to aleena.decker@sonoma-county.org



BOARD OF DIRECTORS:
KATHRYN HECHT, CHAIR - JORGE ALCAZAR - SKIP BRAND - BETZY CHAVEZ- WAYNE LEACH - LINDA KACHIU - JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI - NICK SCHWANZ
ETHAN BROWN, EDB EXECUTIVE DIRECTOR

Jordan: made recommendation for the event advisory committee.

C. *Looking Ahead to 23-24*

- Economic Development Week – May
- Outdoor Recreation Event – March or May

CONCLUSION

Kathryn Hecht, Chair adjourned the meeting at 7:45 AM.



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Economic Development Board Foundation

Events - February 28, 2024

Foundation Events

2024 Economic Perspective

- **Date:** January 25, 2024
- **Speaker:** Dr. Jerry Nickelsburg
- **Location:** Sonoma State University
- **Tickets:** 355
 - Paid: 267
 - Sponsor/Scholarship: 88
 - Attended: 286
 - No Show: 69
- Event survey for this event and past Economic Perspective events was sent out to past event participants. Survey includes questions on timing of event, content, cost, and food. Survey responses still being collected.

Event Advisory Committee

The Event Advisory Committee will be a new committee consisting of small businesses and community partner (about 4-6 people). The purpose of the committee is to cultivate events that increase relevancy, inclusivity, and impact for the Sonoma County community.

Invitations have been sent out and first meeting is slated for March. Members thus far include:

- Amy Ricard - Ag and Open Space
- Letitia Hanke - LIME Foundation, ARS Roofing
- Nick Schwanz - Solarpunk Farms and EDB Advisory Board
- Paul Yeomans - Exchange Bank

Looking Ahead to 23-24

- Economic Development Week - May
- Outdoor Recreation Event - Spring Summer

Economic Development Board Foundation

Sponsorships - February 28, 2024

Employment Training Panel (ETP) reached out to EDB to renew their sponsorship. Sponsorship goal now \$68,500.

Foundation Sponsorship

Luther Burbank Savings

- Level: Foundation - \$10,000
- Notes: Renewed
- Contact: Trinity Kent

City of Santa Rosa

- Level: Presenting - \$6,000
- Notes: Committed
- Contact: Jill Scott (new)

Exchange Bank

- Level: Presenting - \$6,000
- Notes: Renewed
- Contact: Beth Ryan

PG&E

- Level: Presenting - \$5,000
- Notes: Renewed
- Contact: Joe Horak

Kaiser

- Level: Presenting - \$6,000
- Notes: Renewed. \$3,000 now and the other half anticipated to come this fall.
- Contact: Willy Linares

Redwood Credit Union

- Level: Presenting - \$6,000
- Notes: Renewed
- Contact: Brett Martinez

Bank of Marin

- Level: Premiere - \$3,500
- Notes: Renewed
- Contact: Andrea Henderson

Employment Training Panel

- Level: Premiere - \$3,500
- Notes: Committed
- Contact: Elise Candelaria

Providence

- Level: Premiere - \$3,500
- Notes: Renewed
- Contact: Garry Olney (new)

Sonoma Clean Power

- Level: Premiere - \$3,500
- Notes: Renewed
- Contact: Kate Kelly

Sonoma County Tourism

- Level: Premiere - \$3,500
- Notes: Committed
- Contact: Claudia Vecchio

Sutter Health

- Level: Premiere - \$3,500
- Notes: Committed
- Contact: Ed Sheffield

Comcast

- Level: Executive - \$1,700
- Notes: Renewed
- Contact: Marcos Montes

Morgan Stanley Wealth Management

- Level: Executive - \$1,700
- Notes: Committed
- Contact: Jeff Gospe

North Bay Association of Realtors

- Level: Executive - \$1,700
- Notes: Renewed
- Contact: Lisa Badenfort

Pisenti & Brinker LLP

- Level: Executive - \$1,700
- Notes: Renewed
- Contact: Veronica King (new)

Summit State Bank

- Level: Executive - \$1,700

- Notes: Renewed
- Contact: Brian Reed

Goals and Progress

Sponsorship Goal: **\$68,500**

Committed: **\$68,500**