



March 2024 Economic Development Board Meeting

Wednesday, March 27, 2024

8:00am - 9:00am

Economic Development Board

141 Stony Circle Suite #110

Santa Rosa, CA, 95401

For special accommodations please contact juanita.fong@sonoma-county.org

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. February 28,2024 Minutes - 3

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma - 6

ii. Business Assistance - 8

iii. Broadband - 16

IV. BOARD BUSINESS

A. Guest Speaker: Tara Thompson, Creative Sonoma Director

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

C. Action Items for next meeting (5 mins)

D. Ad Hoc and Committee Updates

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, April 24, 2024

Economic Development Board
Meeting Minutes

Wednesday, February 28, 2024

I. CALL TO ORDER/ROLLCALL

Wayne Leach, Vice Chair called to order the Economic Development Board (EDB) at 7:48 am on February 28, 2024

The following EDB Board members were present Wayne leach, Jordan Kivelstadt, Betzy Chavez, Jorge Alcazar, Nick Schwanz, Skip Brand, Linda Kachiu

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

II. CONSENT ITEMS

The meeting minutes from January 24, 2024, were approved.

Motion: Nick Schwanz Second: Linda Kachiu

Yay: 7 Ney: 0 Abstained: 0

III. Action items

A. Election of Chair and Vice-Chair, for term ending June 30, 2024, election of Officers Approved

Motion: Jordan Kivelstadt Second: Linda Kachiu

Yay: 7 Ney: 0 Abstained: 0

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

A. Business Assistance

Ethan discussed the recent high profile business closures, and an informational item brought to the Board of Supervisors regarding the closures. The EDB will be looking at particular types of business being at risk and the trends of businesses that are now closed. EDB is planning a professional service roundtable, the idea is to have folks who work with multiple businesses to study the trends those businesses are facing and see if there is programming or any other interventive actions we can take that may be helpful to those businesses.

Supervisor Gore has requested that the EDB work with the County Administrators office to bring something to the Board of Supervisors that would require County Departments to interact with the EDB when creating policies, pursuing projects, or creating a general plan. More to come as this moves forward.

EDB is currently working with local fisheries to create an event to promote black cod sales, due to the limited/nonexistent Salmon season. The event would be a similar format to Restaurant week.

Board members and staff discussed business retention strategies, brainstormed ideas, and suggested attaining feedback from businesses as well local chambers.

B. Broadband

The Business Assistance team reviewed and explained the data in the HubSpot report along with a quick informational session on where the data comes from for the other reports and how it's formulated.

C. Marketing And Communications

107 restaurant listings, representing 112 establishments, participated in Restaurant Week. The Economic Impact Survey is currently being conducted. This survey helps us understand the economic impact of Restaurant Week. Last year's impact was estimated at \$4.9 million.

D. Broadband

As a "Carrier of Last Resort" (COLR), AT&T is required to provide landline phone service upon request to any residence or business within its service territory. AT&T submitted an application to the CPUC to be released from this obligation for over 99% of their service territory where AT&T determines another provider exists and does not request a replacement COLR. Landline service remains an important and reliable safety tool. This change could impact rural Sonoma County residents, especially in emergency situations. COLR relief should not be granted without securing widespread alternatives. Much of the rural community is still underrepresented and underserved, lacking universal access to reliable, secure, and open networks. For these reasons, the Sonoma County Board of Supervisors sent a letter to the California Public Utilities Commission requesting they to reject AT&T's application.

The Sonoma County Broadband Team had a kickoff meeting with GSCA and Tilson Technology to begin the process for the development of low-level (shovel ready) engineering design. We selected the order of priority for low-level design project order, which is as follows: Jenner, Walsh Landing, East Santa Rosa, and East Cloverdale. We are working with the Department of Public Infrastructure to select power hub sites as part of the low-level design for each project. The first 40 miles of low-level design will be paid for by the Local Agency Technical

Assistance (LATA) Grant. The remainder will be paid for through ARPA funding allocated to low-level design by the Sonoma County Board of Supervisors in August 2023. We are preparing a new MOU to execute with GSCA to allow for use of ARPA funds to expand low-level design.

Kate Fosburgh was selected as the new Deputy Manager for the North Bay North Coast Broadband Consortium

California Emerging Technology Fund (CETF) invited Digital Equity Coalition members, including the North Bay North Coast Broadband Consortium, to a policy forum and reception in Sacramento on March 6th, Brad and Kate plan to attend to represent the Sonoma County Broadband Team and the North Bay North Coast Broadband Consortium.

V. BOARD BUSINESS

A. Guest Speaker: Katherine DiPasqua, Director of Partners, and Special Projects Division.

Katherine gave a presentation (attached) of what her division does, what they have accomplished, and what they are currently working on.

B. Board Reports

District 1: Jordan announced he will be a venture partner with Marin Sonoma Impact Ventures and invited Board members and staff to attend one of the conferences.

C. ADHOC and committee Updates

EDB staff is working on getting the information and materials for the Governance ad hoc to review bylaws.

VI. ADJOURNMENT

Wayne Leach, Vice Chair adjourned the meeting at 9:05 am.