



# Economic Development Board Meeting Book

Wednesday, April 27, 2022

8:00am - 9:00am

Join via Zoom: <https://us02web.zoom.us/j/86460244036?pwd=OUxEWTd6Njd2SjJ3dWd5TjBpazVzZz09>

Join by Phone: 1-669-900-9128

Meeting ID: 864 6024 4036

Passcode: 503050

## April 27, 2022 EDB Meeting Agenda

### I. CALL TO ORDER/ROLL CALL

### II. ACTION ITEMS

- A. Minutes of the March 23, 2022 Board Meeting - 3
- B. Resolution recognizing Pam Chanter's 19 years of service to the Economic Development Board - 6
- C. Dissolution of Governance Ad Hoc  
Governance Ad Hoc to provide final report to Board

### III. POLICY/PROGRAM UPDATES

- A. Board Feedback/Questions on Information Items
  - i. Executive Director - 7
  - ii. Creative Sonoma - 9
  - iii. Team Overview - 10

### IV. BOARD BUSINESS

- A. Guest Speaker: Ananda Sweet, Workforce Investment Board, Santa Rosa Metro Chamber
- B. Board Reports on district updates and challenges (15 mins)
- C. Action Items for next meeting (5 mins)

### V. PUBLIC COMMENT 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. 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. Available time for comments is determined by the Board Chair based on agenda scheduling demands and total number of speakers.

### VI. ADJOURN - Next Scheduled Meeting - Wednesday, May 25, 2022

# Economic Development Board

Wednesday, March 23, 2022

## I. CALL TO ORDER/ ROLL CALL

Kathryn Hecht called to order the Economic Development Board (EDB) meeting at 8:10 a.m.

The following EDB Board members were present, Kathryn Hecht, Wayne Leach, Michael Nicholls, Pam Chanter, Richard Marzo, Regina Mahiri, Linda Kachiu, Jorge Alcazar

The following EDB staff members were present Ethan Brown, Kristen Madsen, Rebekah Heinze, Aleena Decker, Bradley Johnson, Max Brownlee, Calvin Sandeen

## II. ACTION ITEMS

A. Meeting Minutes- February 23, 2022 were approved

Motion: Pam Chanter Second: Richard Marzo Vote: Unanimous

B. Completion of Governance Ad Hoc

The Board decided to defer this item to April's agenda.

C. Formation of Diversity, Equity, Belonging and Access (DEBA) Committee

The Board decided to defer this item to April's agenda.

## III. POLICY/PROGRAM UPDATES

### A. Board Feedback/Questions on Information Items

i. Executive Director Update

Ethan Brown made the Board aware of new partnerships that the EDB is entering into for an ARPA opportunity. He also provided an update that the EDB does have its office space back, but it is currently unfurnished. He asked the board for their input on having future in person board meetings, that could start as soon as April 2022.

Kathryn H. stated that she thinks we should begin meeting in person

Jordan K. stated that we could meet in person with less frequency than every month; perhaps quarterly.

Kathryn H. likes the idea of continuing hybrid access. She stated that we should meet back in person as soon as possible and decide the frequency at that meeting.



#### BOARD OF DIRECTORS:

KATHRYN HECHT, CHAIR – JORGE ALCAZAR – SKIP BRAND – PAM CHANTER- LINDA KACHIU – WAYNE LEACH – MICHAEL NICHOLLS– JORDAN KIVELSTADT – RICHARD MARZO – REGINA MAHIRI  
ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

Ethan Brown suggested that EDB staff write a proposal for the Board moving back to in person meetings starting in May.

Michael Nicholls asked about an “Owl” device that allows for people to be in person or remote for a meeting. He also provided the board with clarity on a rule that a minority of the board can be present virtually at a meeting.

ii. Creative Sonoma

No update to the report

iii. Workforce Update

No update to the report

iv. Business Retention, Expansion and Assistance

No update to the report

v. Business Sector Support Update.pdf

Christine Palmer provided an update for the Outdoor Recreation Business Council.

vi. EDB Bylaws Update

No update

#### IV. BOARD BUSINESS

##### **A. Guest Speaker: Brandon Jewell, Director of Student Experience, CTE Foundation**

Brandon Jewell

- In 2015, CTE (Career Technical Education) Foundation was created to prepare students to enter and succeed in the workforce.
- CTE Foundation’s economic priorities for their programs are agriculture, construction, health/wellness, manufacturing/advanced technology, and food/wine/tourism.
- Why CTE? CTE: provides rigorous academic and technical course of study through real-world learning; prepares students for a range of career options in a variety of pathways; better prepares students to be college and career ready; and is for all students.
- Brandon Jewell showed a video that hosted students giving reasons for how the CTE Foundation has helped them in their learning experience.
- CTE Foundation’s mission is to innovate the education-to-career experience to strengthen economic development and student success.



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ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

- CTE Foundation’s investment strategies are: innovative programs and ideas to improve student success; bringing relevancy to the classroom; opportunities for career exploration; and synchronized with regional economic and workforce trends.
- Programs at CTE Foundation include a Girls in STEM program, Switch Electric Vehicle program, Construction Trades program, Innovative Ag Education, Sonoma County Career Festival, and Manufacturing day/month.
- Local Impact of CTE has been: more than \$10 million invested in career-connected learning; support for 143 new or enhanced CTE sections; and nearly 22,000 students engaged.

**B. Board reports on district updates and challenges**

No updates

**C. Action Items for next meeting**

- The Board will revisit the DEBA ad-hoc at the next meeting.
- The Board will revisit the Governance ad-hoc at the next meeting.

**V. NEXT SCHEDULED MEETING**

**Wednesday, April 27, 2022**

**VI. ADJOURNMENT**

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



**BOARD OF DIRECTORS:**

KATHRYN HECHT, CHAIR – JORGE ALCAZAR – SKIP BRAND – PAM CHANTER- LINDA KACHIU – WAYNE LEACH – MICHAEL NICHOLLS- JORDAN KIVELSTADT – RICHARD MARZO – REGINA MAHIRI  
 ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

**IN APPRECIATION AND RECOGNITION OF THE INVALUABLE CONTRIBUTION OF  
PAM CHANTER, MEMBER OF THE SONOMA COUNTY ECONOMIC  
DEVELOPMENT BOARD 2003 - 2022**

WHEREAS, THE Board of Supervisors is committed to promoting Sonoma County as a business-friendly area to help maintain a sound and healthy local economy; and

WHEREAS, Pam Chanter was appointed by Supervisor Valerie Brown to serve on the Sonoma County Economic Development Board on March 11, 2003 and has recently separated from the Board; and

WHEREAS, the Board wishes to recognize Pam Chanter for her exceptional service, leadership, and dedication to the Economic Development Board over the past 19 years ; and

WHEREAS, as a Member of the Sonoma County Economic Development Board, Pam Chanter has helped to lead the organization, development, and operation of a number of very successful projects to improve Sonoma County’s business climate, including the EDB expansion to provide direct business services, the NExT Economy Project, formation of the Sonoma-Mendocino Economic Development District, Strategic Sonoma, and many more; and

WHEREAS, Pam Chanter has donated her time and expertise in great quantities over the last nineteen years, for the greater good of Sonoma County and its business community; and

NOW, Therefore, Be It Resolved that the Sonoma County Economic Development Board Members express their profound gratitude, respect and sincere appreciation to Pam Chanter for her service as a member of the Sonoma County Economic Development Board from 2003 to 2022.

Ayes:    Noes:    Absent:    Abstain:

So Ordered.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date

Attest:

\_\_\_\_\_  
Vice-Chair

\_\_\_\_\_  
Date

# Executive Director Update

## April 2022

### Board of Supervisors EDB Mission Ad-hoc

During the current leadership transition at the EDB, I have had the opportunity to meet with several members of the Board of Supervisors (BOS) to discuss the transition, the creation of a clear (and BOS endorsed) vision for the EDB, and how to create a successful plan for permanent leadership. On February 8<sup>th</sup> of this year, Chair Gore created the EDB Mission Ad-Hoc, with he and Supervisor Coursey serving as Board representatives.

As previously reported, there is an interest in the following:

- Undertaking a process to evaluate countywide/regional economic development efforts,
- Understand the appetite and capability among organizations to participate in multi-jurisdictional/regional efforts, and the creation of an action plan.
- Creating a long-term vision for the Economic Development Board; its local and regional capabilities

Since February, the Ad-Hoc has met twice (3/28 and 4/15). On 3/28, a scope was refined to detail a two-phase process for this work. In the first phase, the Ad-Hoc will look at the core operations of the EDB, understand strengths and weaknesses, and identify opportunities for alignment with other County departments and initiatives. The current plan for phase two is to engage with community partners and stakeholders to help define the longer-term vision for the department.

On 4/15, staff gave Supervisors Gore and Coursey an overview of the department, its history, program areas, and metrics. There was a general agreement that the EDB is reaching its program objectives, and further discussion around capacity for greater integration with projects linked with economic development underway in the County. Direction was given to staff to engage in discussions with heads of departments leading these projects, and/or providing services to businesses in some capacity.

The next Ad-Hoc meeting is on 5/12, where staff will report on progress towards direction given.

### ARPA Proposals

As previously reported, the EDB collaborated with RED LatinX the Hub, CRESER Capital, the Small Business Development Center, and Legal Aid of Sonoma County, plus a number of chambers and community organizations countywide on a proposal centered towards technical assistance and access to capital for businesses impacted by the pandemic, especially among traditionally underserved populations. The proposal was led by the Santa Rosa Metro Chamber of Commerce, and was submitted on April 7<sup>th</sup>.

While staff were preparing the above proposal, the department was also approached by County Administrator Sheryl Bratton, who recommended consideration of a proposal for premium pay to essential workers. EDB staff had submitted a similar proposal during the initial round of department proposals solicited in August 2021, though it was not approved for funding.

In response, staff approached the United Way of Wine County to act as fiscal sponsor, design and technical partner. The EDB acted as lead applicant, and contributed to program design. The program partners also engaged with North Bay Jobs with Justice for specific approaches with regards to farmworkers. Under this program, grants would be made to businesses in essential industries for one very narrow purpose; to provide employees with a \$1,500 one-time payment, which would allow roughly 3,000 essential workers to be served through the program. Follow-up services from the EDB and United way include technical assistance to business applicants, and free tax preparation and other critical resources for award recipients through United Way.

ARPA proposals are currently being evaluated by a group of stakeholders appointed by the Human Services department. Those recommended for awards will be presented at the May 24<sup>th</sup> Board of Supervisors' meeting



# Creative Sonoma Update

## April 2022

### **Arts Education**

We are working with the Arts Education Alliance to produce a “State of Arts Education” convening on May 26<sup>th</sup> at the Sonoma County Office of Education. The event will feature a forum of the candidates for the County School Superintendent, presentations on the progress of the AEA, and break-out sessions.

### **Public Art**

Public Art consultant Todd Bressi, was in town this month for 3 days of meetings, interviews and focus groups. We held 6 focus groups in Sonoma, Petaluma, Santa Rosa, Sebastopol, Windsor, and Healdsburg. We also had the first meeting of the Steering Committee and 2 interviews with some of our “demonstration project” artists. We will view some of the existing public art in the county. Next steps will include synthesizing the feedback, setting up another round of phone and face-to-face interviews, and development of a slate of public engagement activities.

### **Grantmaking**

We opened the artist application for our ArtSurround project, a creative placemaking initiative to fund temporary public art projects around the county. Artists will become part of a cohort to receive training on community engagement techniques and transforming public spaces and processes, and they will also receive a mini-grant to produce artwork in conjunction with their training. The project also includes a cohort of “Advocates,” including municipal and private entities that will become host sites for the newly created artworks.

# Total Businesses Served FY22

Date range: From 7/1/2021 to 6/30/2022

COUNT OF TICKETS

813

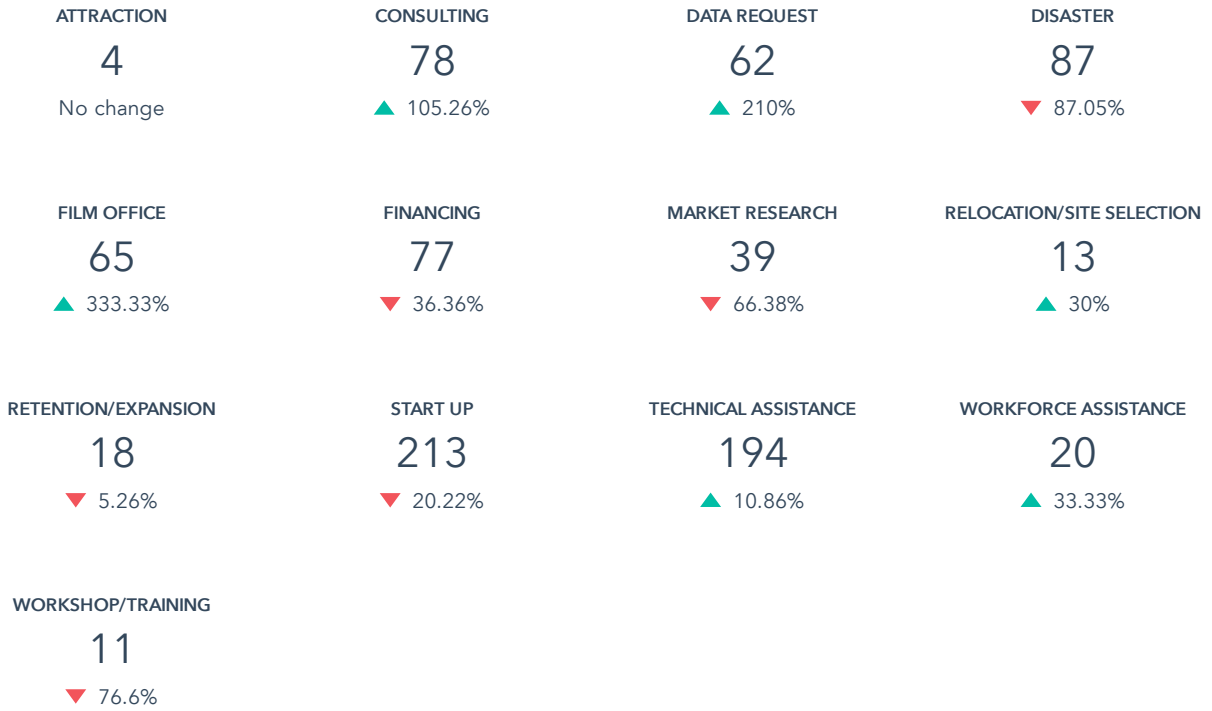
## Total Businesses Served (YOY)

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



## Business Assist Detail

Date range: From 7/1/2021 to 6/30/2022



## Business Assist Activities

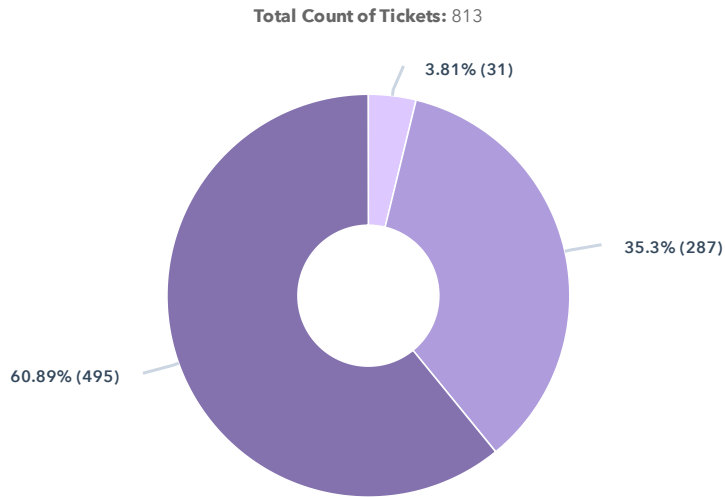
TICKET ID	ACTIVITY DATE - DAILY	ASSIST TYPE	ACTIVITY
Film Inquiry: Private Forest, Cliff Jump, Swimming Hole (8...	4/14/2022	Film Office	Email se

Some reports may not print in full. Please visit your dashboard to view the complete data set.

## Business Type

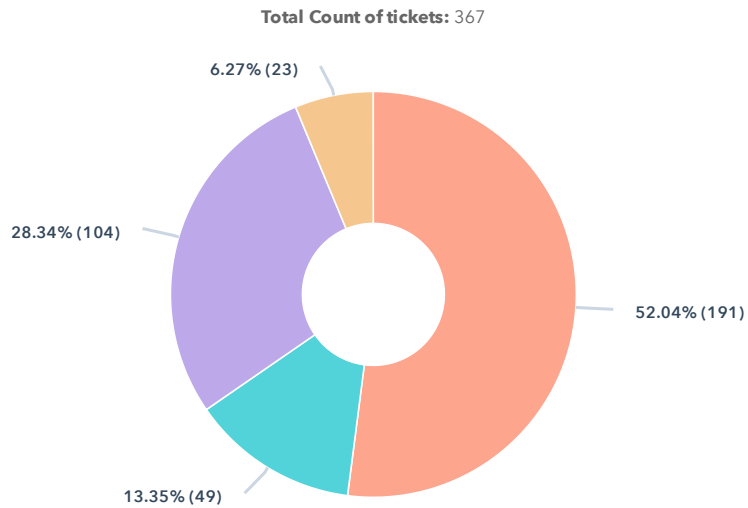
Date range: From 7/1/2021 to 6/30/2022

● (No value) ● New ● Existing



## Business Location

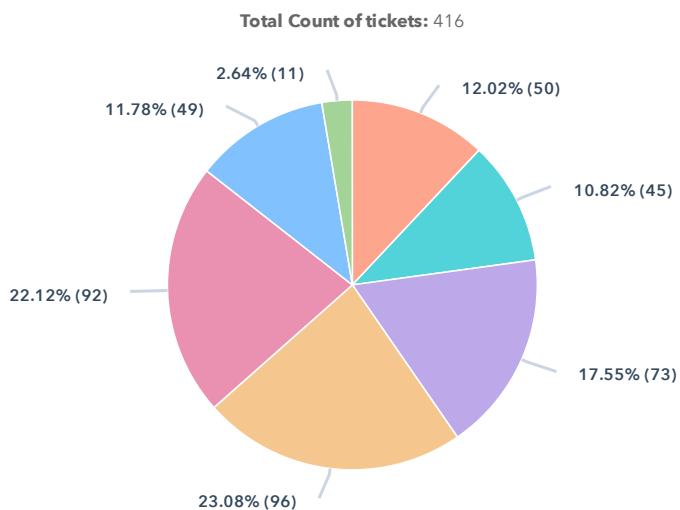
● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown



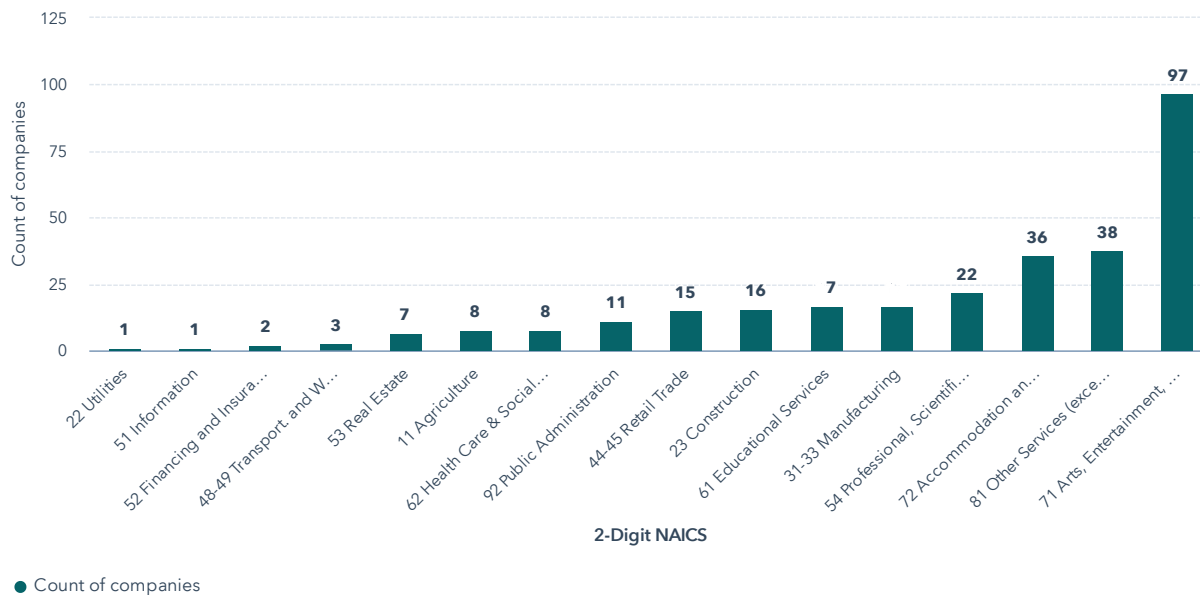
Some reports may not print in full. Please visit your dashboard to view the complete data set.

## Business Location x Supervisor District

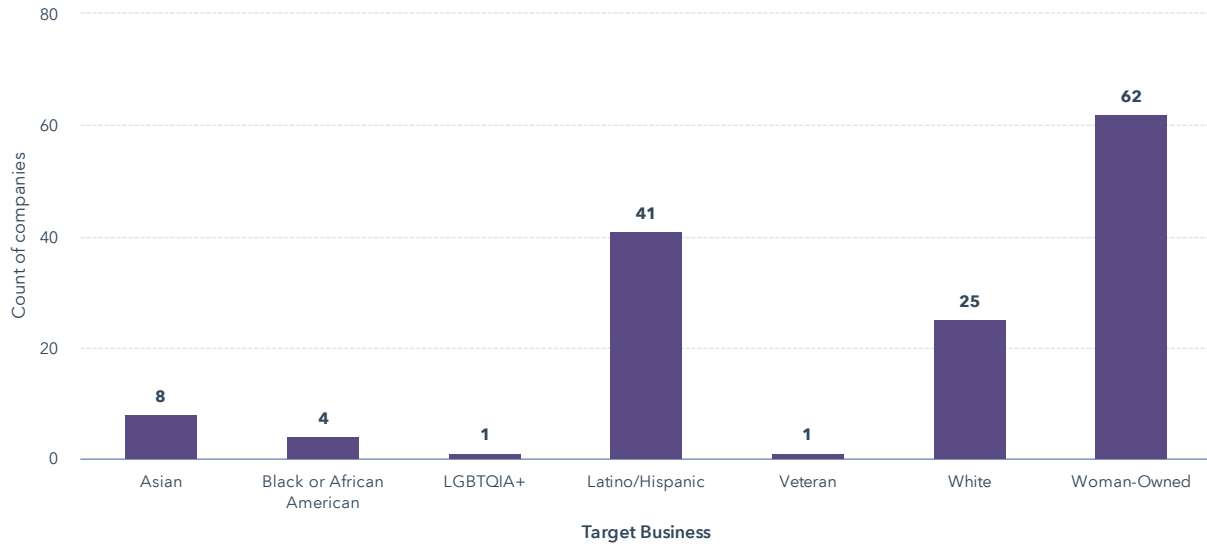
● 1 
 ● 2 
 ● 3 
 ● 4 
 ● 5 
 ● Outside of Sonoma County 
 ● Unknown



## Business Industry



## Business Demographics






● Count of companies




### LGBTQIA+

TARGET BUSINESS ▾	COUNT OF COMPANIES ⓘ ▾
Latino/Hispanic	1
LGBTQIA+	1
<b>Report Total</b>	<b>1</b>

## Woman-Owned

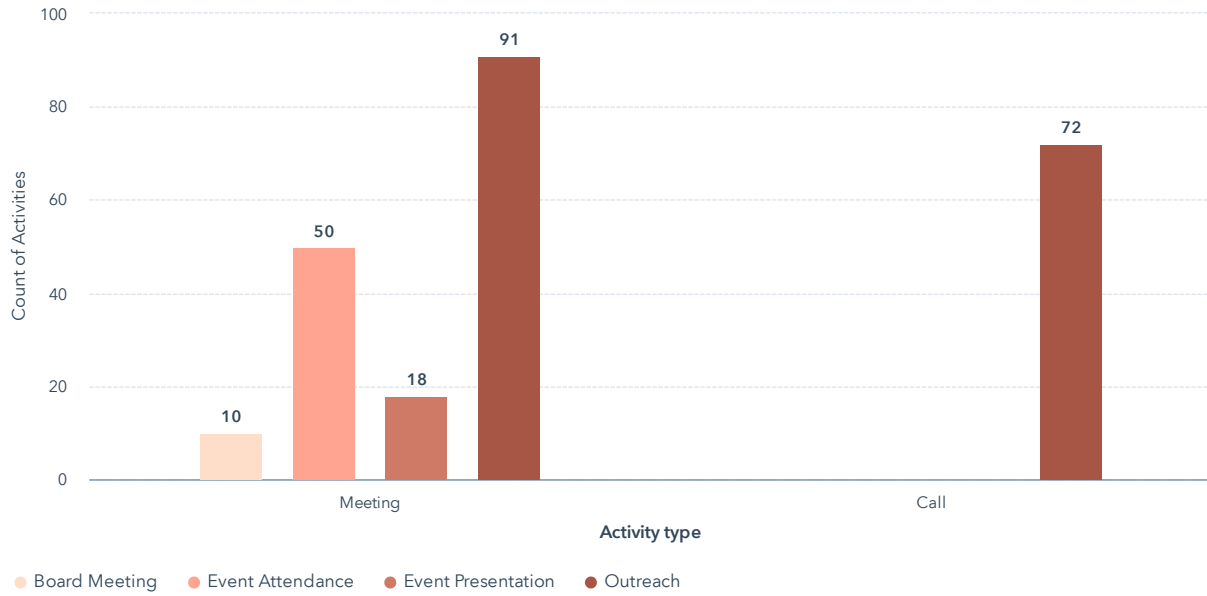
TARGET BUSINESS 	COUNT OF COMPANIES  
Woman-Owned	62
White	1
Latino/Hispanic	7
Black or African American	2
Asian	2
<b>Report Total</b>	<b>62</b>

## Veteran

TARGET BUSINESS 	COUNT OF COMPANIES  
Veteran	1
<b>Report Total</b>	<b>1</b>

## Business Community Outreach and Engagement

Date range: From 7/1/2021 to 6/30/2022



## Total Email Campaigns

COUNT OF MARKETING EMAILS

83



## Email Activity Detail

Date range: From 7/1/2021 to 6/30/2022

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	U
<a href="#">Employer Roundtables (Clone)</a>	1	100%	100%	100%	
<a href="#">Workshops November 2021 (Clone)</a>	519	68.4%	2.7%	3.94%	
<a href="#">Employer Roundtables 2</a>	620	66.13%	0.65%	0.98%	
<a href="#">CEDS Survey (Clone)</a>	416	60.72%	4.1%	6.75%	
<a href="#">RW 2022 Updates 2</a>	82	59.76%	20.73%	34.69%	
<a href="#">Demystifying COVID-19 Resources tomorrow</a>	593	58.35%	0.68%	1.16%	
<a href="#">RW 2022 Updates</a>	59	57.63%	23.73%	41.18%	
<a href="#">Community Think Tank (Clone) (Clone)</a>	639	57.28%	1.25%	2.19%	

## Total Marketing Contacts

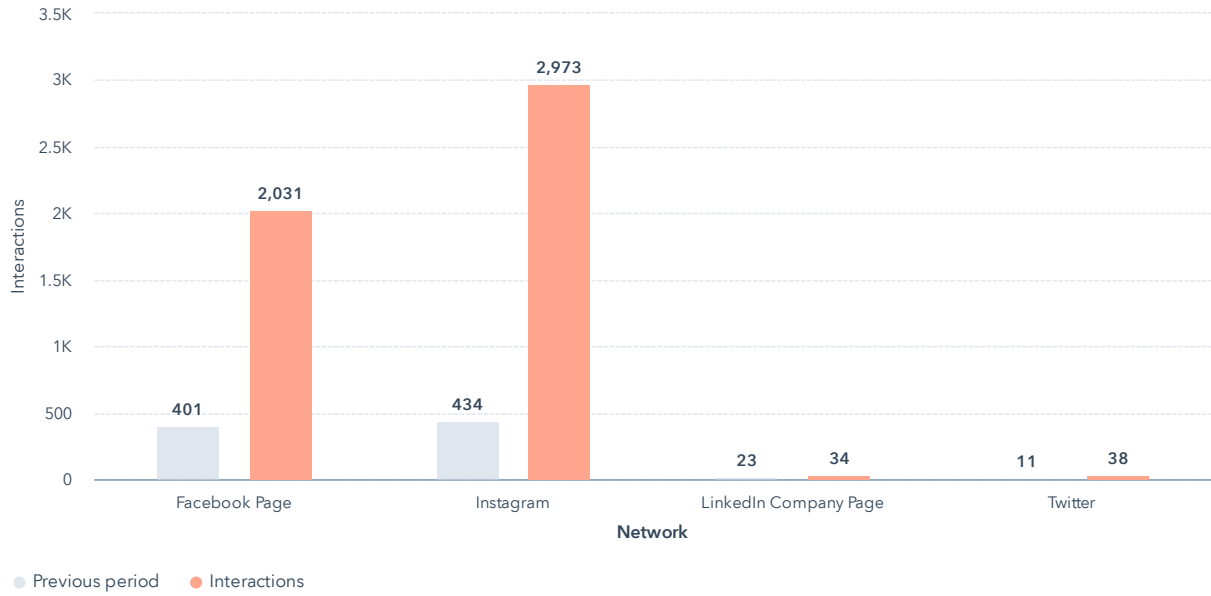
Date range: All time

COUNT OF CONTACTS

15,393

# Social Media Engagement

Date range: From 7/1/2021 to 6/30/2022



Some reports may not print in full. Please visit your dashboard to view the complete data set.