



October 21, 2021 Sonoma Mendocino Economic Development District Board of Directors Meeting

Board of Directors Meeting Packet

October 21, 2021

Zoom: <https://us02web.zoom.us/j/83269256318?pwd=Q3o0Z0Y4eVdjajVLU1JBc01HWUJ1Zz09>

Call In: 1 (669) 900-9128 | Meeting ID: 832 6925 6318 | Passcode: 815290



October 21, 2021 Sonoma Mendocino Economic Development District Board of Directors Meeting

AGENDA

1. CALL TO ORDER

Chair

CONSISTENT WITH THE PROVISIONS OF AB 361, MEMBERS OF THE BOARD OF DIRECTORS WILL PARTICIPATE IN THE OCTOBER 21, 2021 MEETING BY TELECONFERENCE. IN-PERSON PARTICIPATION BY THE PUBLIC WILL NOT BE PERMITTED AND NO PHYSICAL LOCATION FROM WHICH THE PUBLIC MAY ATTEND THE MEETING WILL BE AVAILABLE. REMOTE PUBLIC PARTICIPATION DETAILS ARE LISTED AT THE TOP OF THIS AGENDA.

Should you want to submit public comment, do so by email before the Board Meeting is called to order. Please state the agenda item number that you are commenting on and limit written comments to three hundred (300) words or less. Comments can be sent to calvin.sandeen@sonoma-county.org. Written comments received prior to the meeting you wish to comment on will be read into the record.

2. ROLL CALL

Secretary

Jon Frech
Mary Anne Petrillo (Chair)
Katrina Kessen
Paul Garza
Lisa Badenfort (Vice-Chair)
Robin Bartholow
Jeff Kelly
Mike Nicholls
Paul Castro

3. OPEN TIME FOR PUBLIC EXPRESSION

Chair

This is an opportunity for any member of the public to briefly address the Board on any matter that does not appear on this agenda and is restricted to matters within the Board's jurisdiction. Items that appear to warrant a more-lengthy presentation or Board consideration may be placed on the agenda for discussion at a future meeting. Please limit comments to three hundred (300) words.

4. AGENDA ADJUSTMENTS – DISCUSSION/ACTION

Chair

5. STATEMENT OF CONFLICT OF INTEREST

Chair

This is the time for the Board of Directors to indicate any statements of conflict of interest for any item listed on this agenda.

5 min

6. CONSENT ITEMS – DISCUSSION/ACTION

Chair

a. Approval of Previous Board Meeting Minutes

a. DRAFT SMEDD Board Meeting Minutes 9.16.2021.pdf - 4

15 min

7. FINANCIAL REPORT – DISCUSSION/ACTION

Fiscal Analyst

a. Monthly Financial Report - 18

The district's fiscal analyst will provide a monthly financial report to the board.

b. Monthly Reimbursement Request - 20

The Board will vote to reimburse the County of Sonoma for staff time and contractual expenditures that supported SMEDD activities in the amount of \$45,966.44 during September 2021.

30 minutes	<p>8. AD HOC COMMITTEE REPORTS - DISCUSSION Ad Hoc Committees will report to the Board on recent progress.</p> <p>a. SMEDD Ad Hoc Written Reports 10.21.21.pdf - 26</p> <p>b. Bylaws Ad Hoc The Bylaws Ad Hoc will provide an update to the Board on the creation of bylaws governing District operations.</p> <p>c. 2021 Comprehensive Economic Development Strategy (CEDS) Ad Hoc The Comprehensive Economic Development Strategy Ad Hoc and project managers will provide an update to the board on the 2021 CEDS project.</p> <p>a. survey-results_09-24.pptx - 27</p> <p>d. Communications Ad Hoc The Communications Ad Hoc will report to the Board on progress made to create a communications strategy to improve branding coordination for public outreach and in work products.</p> <p>e. District Financials/Budget Ad Hoc</p> <p>f. Disaster Workforce Ad Hoc</p>	<p>Chair</p> <p>Ad Hoc Chair</p> <p>Ad Hoc and Project Manager</p> <p>Jeff Kelly</p> <p>Rebekah Heinze and Calvin Sandeen Paul Castro</p>
10 minutes	<p>9. BOARD MEMBER BIOGRAPHY - DISCUSSION Lisa will provide a biography on herself to the District Board of Directors.</p>	<p>Lisa Badenfort</p>
15 min	<p>10. PUBLIC BANKING PRESENTATION - DISCUSSION Since the passage of AB 857 in 2019, California's Department of Financial Protection and Innovation has the authority to issue 10 Public Bank Charters, of which only 5 are currently being pursued (San Diego, Los Angeles, San Francisco, East Bay, and the Central Coast). Jeff will provide a brief primer on recent developments within Public Banking, the economic development advantages of starting a Public Bank, process of obtaining a Public Bank Charter that includes conducting a feasibility study, obtaining voter approval, and submitting an application to the DFPI.</p> <p>a. SMEDD Public Bank.pptx - 65</p>	<p>Jeff Kelly</p>
10 minutes	<p>11. STAFF UPDATE - DISCUSSION Staff will provide a report to the board on recent district activities and work accomplished.</p> <p>12. SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION</p> <p>13. MEETING ADJOURNMENT - ACTION</p>	<p>District Manager</p> <p>Chair</p> <p>Chair</p>