



Sonoma Mendocino Economic Development District | Board of Directors Meeting | November 18, 2021

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

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

1. CALL TO ORDER

Chair

CONSISTENT WITH THE PROVISIONS OF AB 361, MEMBERS OF THE BOARD OF DIRECTORS WILL PARTICIPATE IN THE NOVEMBER 18, 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@sonomacounty.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.

15 min

6. CONSENT ITEMS – DISCUSSION/ACTION

Chair

a. Approval of Previous Board Meeting Minutes

a. DRAFT SMEDD Board Meeting Minutes 10.21.2021.pdf - 1

b. DRAFT SMEDD Special session Board Meeting Minutes 10.28.2021.pdf - 7

15 min

7. FINANCIAL REPORT – DISCUSSION/ACTION

Fiscal Analyst

a. Monthly Financial Report - 12

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

b. Monthly Reimbursement Request - 14

The Board will vote to reimburse the County of Sonoma for staff time and contractual expenditures that supported SMEDD activities in the amount of \$36,672.68 during October 2021 .

60 minutes	8. AD HOC COMMITTEE REPORTS - DISCUSSION/ACTION Ad Hoc Committees will report to the Board on recent progress.	Chair
15 min	a. District Bylaws Ad Hoc The Bylaws Ad Hoc will provide an update to the Board on the creation of bylaws governing District operations.	Paul Garza
	a. SMEDD Bylaws and Code of Conduct Approval The Board will vote on approving the District Bylaws and Code of Conduct.	Paul Garza
20 minutes	b. 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.	Ad Hoc and Project Manager
15 min	c. District Financials/Budget Ad Hoc The Board will discuss the current status of the Financials/Budget Ad Hoc with the District's fiscal analyst to determine ongoing needs to maintain this ad hoc or similar group for operational purposes.	Rebekah Heinze
	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.	
	e. Disaster Workforce Ad Hoc The Board will discuss the current status of the Disaster Workforce Ad Hoc and determine any ongoing needs to maintain the ad hoc group.	
10 minutes	9. STAFF UPDATE - DISCUSSION Staff will provide a report to the board on recent district activities and work accomplished.	District Manager
	10. SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION	Chair
	11. MEETING ADJOURNMENT - ACTION	Chair