



## Sonoma Mendocino Economic Development District | September 16, 2021 | Board of Director's Meeting

### Agenda

#### 1. CALL TO ORDER

\*\*\*\*GOVERNOR'S EXECUTIVE ORDER N-25-20\*\*\*\*

\*\*\*\*GOVERNOR'S EXECUTIVE ORDER N-29-20\*\*\*\*

\*\*RE CORONAVIRUS COVID-19\*\*

Michael  
Nicholls

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, MEMBERS OF THE BOARD OF DIRECTORS WILL BE PARTICIPATING BY TELECONFERENCE INTO THE BOARD OF DIRECTORS MEETING FOR September 16, 2021.

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](mailto: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

Jon Frech  
Mary Anne Petrillo  
Katrina Kessen  
Paul Garza  
Lisa Badenfort  
Robin Bartholow  
Jeff Kelly  
Mike Nicholls  
Paul Castro

Debbie Rasar

#### 3. OPEN TIME FOR PUBLIC EXPRESSION

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.

Michael  
Nicholls

#### 4. AGENDA ADJUSTMENTS – DISCUSSION/ACTION

Michael  
Nicholls

#### 5. STATEMENT OF CONFLICT OF INTEREST

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

Michael  
Nicholls

15 min

#### 6. CONSENT ITEMS – DISCUSSION/ACTION

Michael  
Nicholls

##### a. Approval of July 15th, 2021 Board Meeting Minutes

a. DRAFT SMEDD Board Meeting Minutes 7.15.21

##### b. Approval of August 19th, 2021 Board Meeting Minutes

a. DRAFT SMEDD Board Meeting Minutes 8.19.21

15 min	<p><b>7. FINANCIAL REPORT – DISCUSSION/ACTION</b></p> <p><b>a. August 2021 Financial Reports</b>  Monthly Financial Report: The district's fiscal analyst will provide a monthly financial report to the board.</p> <p><b>b. August 2021 Reimbursement Request</b>  County of Sonoma Reimbursement: The Board will vote to reimburse the County of Sonoma for staff time and contractual expenditures that supported SMEDD activities in the amount of \$21,421.91.</p>	Rebekah Heinze
30 minutes	<p><b>8. BOARD EFFECT PRESENTATION - DISCUSSION</b>  Carrie Forrester will present Board Effect's software to the Board for orientation and training purposes.</p> <p><b>a. BoardEffect Web Orientation</b></p> <p><b>b. BoardEffect App Orientation</b></p>	Carrie Forrester
20 minutes	<p><b>9. SMEDD BYLAWS AND ORGANIZATION - DISCUSSION/ACTION</b>  The Board will discuss the creation of bylaws and potential formation of an ad hoc committee.</p>	Michael Nicholls
15 min	<p><b>10. 2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDs) UPDATE - DISCUSSION</b>  The Comprehensive Economic Development Strategy Ad Hoc and project managers will provide an update to the board on the 2021 CEDs project.</p> <p><b>a. 2021 CEDs Survey</b></p> <p><b>a. 2021 CEDs Survey (English)</b></p> <p><b>b. 2021 CEDs Survey (Spanish)</b></p> <p><b>b. 2021 CEDs SWOT</b></p> <p><b>a. 2021 CEDs SWOT</b></p> <p><b>c. 2021 CEDs Interviews and Outreach</b></p> <p><b>a. 2021 CEDs Focus Group Participants and Interviews</b></p>	Bradley Johnson
10 minutes	<p><b>11. STAFF UPDATE - DISCUSSION</b>  Staff will provide a report to the board on recent district activities and work accomplished.</p>	Calvin Sandeen
15 min	<p><b>12. BOARD CHAIR AND VICE CHAIR ELECTION - DISCUSSION/ACTION</b>  The SMEDD Board of Directors will vote on a new annual chair and vice-chair.</p> <p><b>13. SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION</b></p> <p><b>14. MEETING ADJOURNMENT - ACTION</b></p>	Michael Nicholls  Michael Nicholls  Michael Nicholls