



# August 24, 2022 Economic Development Board Meeting Book

Wednesday, August 24, 2022

8:00am - 9:00am

Virtual

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

## August 24, 2022 Economic Development Board Meeting

### I. CALL TO ORDER/ROLL CALL

### II. ACTION ITEMS

A. Approve Meeting Minutes from July 27,2022

### III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Executive Director Update

ii. Creative Sonoma

iii. Business Development

### IV. BOARD BUSINESS

A. Guest Speaker: TBD (15 mins)

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

C. EDB Resources and Legacy programs (10 mins)

D. Action Items for next meeting (5 mins)

### 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, September 28, 2022

# Economic Development Board Meeting Minutes

Wednesday July 27, 2022

## I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) meeting at 7:40 a.m.

The following EDB Board members were present Kathryn Hecht, Michael Nicholls, Regina Mahiri, Jordan Kivelstadt, Linda Kachiu, Wayne Leach, Skip Brand, Betzy Chavez

The following EDB staff members were present Kristen Madsen, Christine Palmer, Rebekah Heinze, Aleena Decker, Bradley Johnson, Lauren Cartwright, Marcos Suarez, Debbie Yarrow, Nina Cheek

## II. ACTION ITEMS

### A. Approval of EDB Board Minutes of June 22, 2022

The meeting minutes were approved.

Motion: Jordan Kivelstadt Second: Michael Nicholls Abstained: Wayne Leach

## III. POLICY/PROGRAM UPDATES

### A. Board feedback/questions on Informational Items

#### i. Executive Director Updates

Lauren gave a quick reminder about the recommendation to disband the EDB Ad-Hoc in favor of the ability to work with the entire Board as we move forward.

Lauren let EDB Board member know to contact staff if they want to get more involved with local projects EDB is participating in.

Announcement of Brad Johnson's new position to Business Strategy Analyst.

Linda asked about deadlines for ARPA funds.

Lauren answered with 2024

Linda suggested we continue to maintain a heightened awareness of the deadlines, to ensure we do not miss out on using funds.

#### ii. Creative Sonoma

Kristen gave a brief update on the ArtSurround project which consists of 27 artists, 13 advocate sites to do temporary artworks throughout the county.



#### BOARD OF DIRECTORS:

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

Creative Sonoma has been invited by the statewide alliance for arts education to assume Ambassador status, thanks to great work of Debbie Yarrow. Arts and Cultural Equity Fellowship has launched thanks to the great work of Sam Kimpel. The co-hort got together for the first time this week and have begun to frame their course of study for the next 6 months.

### iii. Team Overview & Business Assistance

Lauren encouraged the board to review the activity dashboard of the Business Team and the different breakdowns that are included.

Kathryn mentioned that there was an uptick in the art and film inquiries.

Clarification on what “RW2022” is – Lauren clarified it is Restaurant Week

Linda had a question regarding the business demographics. She wanted to know if those demographics are mutually exclusive of each other. She was particularly interested in women owned being separate from ethnicity.

- Lauren gave a brief explanation of the breakdowns as well as the limitations of the program used to report the data.
- Linda asked to see if there is a way to crosscut woman owned into ethnicities.
- Kathryn agreed that more breakdowns would be something they would like to see as well extremely helpful in determining needs.

## IV. BOARD BUSINESS

### A. Guest Speaker: Janeen Murray, Executive Director Sonoma County GO LOCAL

Janeen gave a presentation (attached) of the roles, goals and projects of Sonoma County GO LOCAL. She stressed the impact that local consumer purchasing makes in lifting local economy and quality of life. GO LOCAL really focuses on making the human connection while at the same time doing the economic development work through the marketing and consulting.

### B. Board Reports on district updates and challenges

Regina Mahiri (District 3):

Discussed possible legacy, next generation training, or literature for the younger generations interested in how establishing a business comes about. She also inquired about any workshops or training for new businesses and possible incentives tied to those programs and the EDB events.

Lauren gave a brief breakdown of the existing services EDB offer and some additional resources the EDB refers businesses to.



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Board members discussed the various possible options and new ideas based on Regina's inquiry and suggestions.

Michael Nicholls suggested listing this topic on the next meeting's agenda.

## **V. NEXT SCHEDULED MEETING**

**Wednesday, August 24, 2022**

## **VI. ADJOURNMENT**

Kathryn Hecht, Chair adjourned the meeting at 8:45 a.m.



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## Executive Director Update – EDB Board August 2022

### EDB 3.0

The EDB “Mission/Vision” project has now become “EDB 3.0”. The new name represents the transition from essentially a one-person operation, to an accomplished provider of technical assistance and resources to businesses, to what we hope will be a community driven vision for the future.

In order to make the November deadline for a presentation at the December 13<sup>th</sup> Board of supervisor’s meeting, this work must conclude in roughly three months. Throughout August and September, staff will be working to hold three steering committee meetings, and five district-specific focus group meetings. It is also very likely that one-on-one interviews will need to be conducted to connect additional dots, and include voices that could not otherwise participate.

Staff is working with Jim Mayer to create agendas and materials for the upcoming meetings. As mentioned in a previous email to the EDB Advisory Board, I have asked Kathryn to participate on the Steering Committee as the Board Chair. By now, Board members should all be in receipt of the dates for the focus groups, and you are enthusiastically encouraged to attend and participate in those.

Staff is also working to identify a second consultant to work in an advisory role with respect to ensuring equity is a key goal throughout this process, as well as throughout the eventual plan that will be presented to the Board of Supervisors. It is of critical importance that the outreach process be inclusive of voices that have not been previously included in the Department’s strategic planning process, and of equal importance that any structure created or proposed by that process reflect the value of diverse perspectives and experiences within the community.

**Economic Development Board  
Creative Sonoma Update  
August 2022**

**Grantmaking**

ArtSurround. Our ArtSurround teams have been meeting to create their work plans which were due Monday, August 22<sup>nd</sup>. Once set, we'll be able to go to contract with all of the artists. We'll turn our attention to creating a series of public art workshops – for participants and general public – to explore issues related to the value of public art, the many forms and purposes public art can serve in a community, etc. These workshops will occur in late fall.

Arts Impact for Organization Grants. This grant program opened in early August with a deadline of September 14<sup>th</sup>. This is the second year that our guidelines for organizational support have included culturally specific nonprofits that are providing arts programming, as a means to expand these funds into underserved communities.

**Public Art**

We held our second meeting the Board of Supervisors' Ad Hoc that is overseeing our public art process on August 10<sup>th</sup>. We presented updates on our process so far, as well as some funding scenarios for them to consider and provide feedback. We will continue moving forward drafting a plan and beginning a process to engage a broader circle of stakeholders and other community members for the concepts.

**Arts Education**

With staff support from Creative Sonoma, the Arts Education Alliance held a “Mix and Mingle” at Lagunitas on August 11<sup>th</sup>. Nearly 50 people attended from across the county including teachers, administrators, arts education providers, teaching artists, and parents. It was a great opportunity to reinforce the work we are doing, remind everyone of the grant program currently open for school districts, and do general networking.

# Director of Business Development Update

## August 2022

### HubSpot Dashboards & Reporting

- I did not include an updated EDB Team Overview Dashboard this month as we are working through some updates to the report based on feedback received during last week's board meeting as well as internal discussions around how different programs are represented. Below is a re-cap of feedback received thus far as well as ideas for how to improve.
  - Assist by type, perhaps modify comparison to rolling 365 days
  - Business Industry
    - Drilldown NAICS Code
  - Refine demographic graph/representation
  - Creative Sonoma – their projects extend beyond traditional business assistance, what is the best way to capture all that they do?
  - Is there anything else that's missing?

### Business Assistance

- Began on-boarding our new Business Strategy Analyst in early August, focusing on CA Microbusiness Covid-19 Relief Grant Outreach and gearing up for some BRE outreach starting in September. We are hopeful that by having this position filled (even in an interim capacity) that it will help to drive awareness and create leads for the Business Assistance Team as whole
- Will plan to prepare a historical overview of the last several years at the EDB with regards to assistance provide so we can compare our actual numbers to years outside of Covid-19