



Economic Development Board Foundation Meeting Book

Wednesday, August 24, 2022

7:30 a.m. - 8:00 a.m.

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

Meeting Agenda

I. CALL TO ORDER

II. CONSENT ITEMS

All agenda items on the Consent calendar will be approved in a single motion unless a Board or Staff member requests separate action on a specific item.

- A. Minutes of Meeting dated July 27, 2022 - 3

III. INFORMATIONAL ITEMS

All informational items are included in the board packet for Board feedback or questions.

- A. Foundation Events Update - 5
- B. Foundation Sponsorships Update - 7

IV. 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 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.

V. BOARD MEMBER ANNOUNCEMENTS

VI. CONCLUSION - Next Scheduled Meeting - September 28, 2022

**Economic Development Board Foundation
Meeting Minutes**

Wednesday, July 27, 2022

I. CALL TO ORDER

Kathryn Hecht, Chair called to order the Foundation meeting of the Economic Development Board (EDBF) at 7:30 AM on July 27, 2022, via Zoom.

II. ROLL CALL

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

III. CONSENT ITEMS

A. The meeting minutes dated June 22, 2022, were approved.

Motion: Michael Nicholls Second: Skip Brand Abstained: Wayne Leach

IV. POLICY/ACTION ITEMS

A. Approve 2022-2023 Event Budgets

No approved budget for 2022-2023. Events are not going to immediately jump back to where they were before the pandemic as the way people work, receive information, and socialize has changed. Events will need an investment to actively reignite excitement again. Based on our recent event survey, there is an overwhelming appetite for in person events. While virtual events are economically more feasible, it will stunt momentum towards building back capacity for in person events. Additionally, top topics of interest from respondents included

- o Economy and economic forecasting
- o Workforce and
- o Housing

1. Fall Economic Perspective

Claudia Sahm is the featured speaker. She is a highly regarded, Washington based expert on monetary and fiscal policy and forecasting. With conversations around uncertain economic conditions, she is an ideal speaker for fall. The plan is to cap this event at 250 people with the goal of selling out and building up demand for our next event. Requesting investment from Foundation to event in the amount of \$3283.00

2. Winter Economic Perspective

Goal of 350 including sponsor tickets. The plan is to invite Dr. Nickelsburg back for an economic outlook for the year and invite the Bay Area Council Economic Institute to have a panel discussion on the regional economy through lenses of workforce and housing. Requesting Investment from Foundation to event in the amount of \$11,365.00



BOARD OF DIRECTORS:

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

Rebekah remarked that the budget is very conservative and include all 90 of the sponsor tickets.

Board members commented on hopeful outcome of upcoming events and possible actions/cancellations needed if minimal ticket count not met.

Motion for budget items 1 and 2: Wayne Leach Second: Jordan Kivelstadt Vote: Unanimous

- B. Approve Resolution to change signers on Exchange Certificates of Deposit Request to remove signers and add new signers.

Motion: Michael Nicholls Second: Linda Kachiu Vote: Unanimous

V. INFORMATIONAL ITEMS

- A. Foundation Events Update

Claudia Sham is the featured speaker for the Fall Economic Perspective

- B. Foundation Sponsorship

Majority of sponsors have renewed, for the few that have not Aleena will be asking for assistance in following up.

City of Santa Rosa has rejoined the sponsorship programs

Media sponsorships are in the works.

Invoices have already been sent out.

VI. ADJOURN

Kathryn Hecht, Chair adjourned the meeting at 7:40 AM.



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ETHAN BROWN, EDB EXECUTIVE DIRECTOR

Economic Development Board Foundation Events - August 24, 2022

Foundation Events

NAME	DATE	LOCATION	NOTES
Fall Economic Perspective	September 30	Flamingo Resort	Speaker: Claudia Sahn
Manufacturing Week	October 7-14	Awareness Campaign	Joining Bay Area Urban Manufacturing Week. Promoting manufacturing industry, jobs, and resources to prepare for a career.
Development Seminar: Women Entrepreneurs	October	In person	Women entrepreneur focused event with woman entrepreneur guest speaker.
2023 Economic Perspective	January 26	Doubletree	
Development Seminar	April	In person	
Sonoma County Economic Development Week and Awards	May 8-12	In person	Along with a campaign, the week will also host an awards luncheon to recognized exemplary economic development projects and initiatives.

Additional Notes

All EDB Board members receive a complimentary ticket to 2022 Fall Economic Perspective. If you would like to attend, please RSVP to Aleena at aleena.decker@sonoma-county.org by Friday, September 2nd.

Economic Development Board Foundation Sponsorships - August 24, 2022

Foundation Sponsorship

Company	Level	Notes	Contact
Luther Burbank Savings	Foundation - \$10,000	Renewed	Trinity Kent
City of Santa Rosa	Presenting - \$6,000	Committed to renew.	Raissa de la Rosa
Exchange Bank	Presenting - \$6,000	Renewed.	Beth Ryan
PG&E	Presenting - \$5,000		Joe Horak
Kaiser	Presenting - \$6,000	Submitting Sponsorship request.	Willy Linares
Redwood Credit Union	Presenting - \$6,000	Renewed.	Brett Martinez
Bank of Marin	Premier - \$3,500	Committed to renew.	Angela Colombo
Employment Training Panel	Premier - \$3,500	Discussing potential for higher level.	Renée Pierce
Providence (St. Joseph)	Premier - \$3,500	Renewed	Chuck Kassis
Sonoma Clean Power	Premier - \$3,500	Committed to renew.	Geof Syphers
Sutter Health	Premier - \$3,500		Ed Sheffield
Sonoma County Tourism	Premiere - \$3,500	Committed to renew.	Claudia Vecchio
North Bay Association of REALTORS	Executive - \$1,700		Tracy Huotari
Comcast	Executive - \$1,700	Committed to renew.	Brian Bottari
Pisenti & Brinker LLP	Executive - \$1,700	Committed to renew.	John Meislahn
Summit State Bank	Executive - \$1,700	Renewed.	Brian Reed
Morgan Stanley	Advocate - \$1,000		Jeff Gospe

Sponsorship Goal: \$65,100

Committed: \$52,100