

Economic Development Board

Wednesday September 28, 2022

I. CALL TO ORDER/ROLL CALL

- II. Kathryn Hecht, Chair called to order the Economic Development Board (EDB) meeting at 7:39 a.m.

The following EDB Board members were present Kathryn Hecht, Michael Nicholls, Jordan Kivelstadt, Linda Kachiu, Wayne Leach, Richard Marzo, Skip Brand

The following EDB staff members were present Ethan Brown, Kristen Madsen, Rebekah Heinze, Aleena Decker, Lauren Cartwright, Marcos Suarez, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Nina Cheek, Bernadette Marko, Sam Kimpel, Debbie Yarrow, Christine Palmer

III. CONSENT ITEMS

- A. The meeting minutes dated July 27 and August 2022 were approved.

Motion: Michael Nicholls Second: Jordan Kivelstadt Vote: Unanimous

IV. POLICY/PROGRAM UPDATES

- A. Board feedback/questions on Informational Items

- i. Executive Director Updates

Moving forward with EDB 3.0. Currently looking at a structure moving forward that captures how we incorporate the business development work but also areas of education jobs and housing. A final model is being put together for the steering and the EDB Board to review.

The Board members discussed the great attendance and participation of the district's meetings and congratulated Ethan and staff on the progression of EDB 3.0

EDB is working with Sonoma County Tourism to amend the Business Improvement Area Ordinance.

Ethan gave a quick Broadband update and let Board Members know that it will be brought to the Board of Supervisors on November 8, 2022.

- ii. Creative Sonoma

The deadline has been extended for Arts Impact for Organization Grants. from September 14 to September 26. As of September 16, they had 21 applications



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submitted and currently have 48. The organizational grants will be reviewed before the end of the calendar year and available to organizations for their programs beginning in early 2023.

Kristen gave a brief update on the final numbers for the Art Surround program. 80% of the grantees were first time grantees for Creative Sonoma 24% are coming from communities of color.

iii. Business Development update

The funding for this year's grant program cycle increased from \$350k (2021/2022) to \$500k, we received more than \$760,000 in funding requests

Visitor Centers:

- Emphasis on location/services in unincorporated areas
- Additional important factors for consideration included: hours of operation, response times and leveraged funding
- \$445,765 total awarded to Visitor Centers for 22/23, which reflected an average of 75% of requested amounts for applicants

EDB 3.0

Lauren is working with our consultant to facilitate a staff off-site meeting that will be held on Friday, September 30 after the Fall Conference. The goal of this meeting is to provide a more detailed update to staff regarding the process and work product and to also solicit feedback and suggestions based on what has been communicated to us through our external partners thus far. We see this meeting as a great opportunity for staff to be involved in the process and to think about how their individual work plans and priorities can help advance the overarching goals of this effort, in addition to supporting the efforts of their colleagues.

V. BOARD BUSINESS

A. Board Reports on district updates and challenges

Jordan Kivelstadt (District 1):

Discussed the issues and delays business owners are having with the Permits and Records Management Department (PRMD) and asked if there was a way EDB might be able to give some feedback on how to manage that.

Ethan offered to discuss and provide feedback.

Richard Marzo (District 2):

Spoke about a candidates' forum that took place at the fairgrounds to discuss and plan for the future of the fairgrounds.



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Kathryn Hecht (District 4):

AV film has confirmed it will be building a new movie theater in Healdsburg and has crested the \$1 million mark in fundraising and are close to cresting the 1.5 million to break ground.

Skip Brand (District 4)

Acknowledged and praised the statistical graphics that the EDB/Aleena has put out for the city of Healdsburg and throughout the county.

- B. Guest Speaker: Peter Rumble, Santa Rosa Metro Chamber's CEO
Peter discussed the many accomplishments, projects, and programs that have been created and/or supported by the Santa Rosa Metro Chamber. He gave an update on the status of ARPA and the plans for the funds as well as future plans for the Santa Rosa Metro Chamber.
- C. Standing Committee updates
The DEBA committee has elected Regina Mahiri as Chair. They are currently working on objectives, goals, and a mission statement for the Committee. There was discussion regarding ARPA and the funding granted to expand the Business Diversity Program.

Kathryn asked that ad hocs be added to this item for future agendas.

VI. NEXT SCHEDULED MEETING

Wednesday, October 26, 2022

VII. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 8:50 a.m.



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