



Economic Development Board Agenda

Wednesday, December 13, 2023

8:00am - 9:00am

Economic Development Board

141 Stony Circle Suite#110

Santa Rosa, CA, 95401

For accommodations please contact: Juanita.fong@sonoma-county.org

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. September 27 2023 EDB Meeting Minutes

B. October 25 2023 EDB Meeting Minutes

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma

ii. Broadband

iii. Business Services Research

iv. EDB 3.0 Action Plan

v. Marketing And Communications

IV. BOARD BUSINESS

A. Guest Speaker: Debbie Yarrow, Creative Sonoma
Arts Education Manager

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

C. Committee and Ad hoc Reports

i. DEBA Committe

ii. Governance Ad Hoc

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, January 24, 2024

Economic Development Board
Meeting Minutes

Wednesday, September 27, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 7:46am

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

The following EDB staff members were present Ethan Brown, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Brad Johnson, Marcos Suarez, Lauren Cartwright, Bernadette Marko, Samantha Kimpel, Lindsey Collins, Zach Koblick de Leon, Rebekah Heinze

II. CONSENT ITEMS

The meeting minutes from September 27, 2023, approved.

Motion: Wayne Leach Second: Jordan Kivelstadt

Yay: 7 Ney: 0 Abstained: 1

III. POLICY/PROGRAM UPDATES: BOARD FEEDBACK/QUESTIONS ON INFORMATION ITEMS

A. Creative Sonoma

Board item for Public Art Policy is regrouping, Kristen Madsen is willing to co-present with the new Creative Sonoma Director.

Next Board item is the Fire Memorial. The group is working on proposed sights, Board of Supervisors asked for 5 potential sites.

B. Broadband

The Sonoma County Economic Development Board’s broadband team is actively engaged with Golden State. Connect Authority in developing a Federal Funding Account application that would fund fiber infrastructure deployment to four of the identified priority project areas:

- o Jenner - approximately 4.87 miles
- o East Santa Rosa - approximately 24.96 miles
- o Walsh Landing - approximately 12.18 miles
- o East Cloverdale / Preston - approximately 44.42 miles

Approximately 38% (71,600) of all households (189,374) in Sonoma County are eligible for the Affordable Connectivity Program (ACP). Currently 17% (11,968) of eligible households are enrolled in ACP (as of July 31, 2023).

- Radio and digital marketing campaigns have both started within the last month. Wine Country Radio: Advertisements on Latino 100.9, Exitos 98.7, and Krush 96.9 began 8/23.
- Amaturio Sonoma Media: Digital campaign using search engine marketing and geofencing began 9/15.
- Social Media: EDB will run a social media campaign on Facebook and Instagram to begin within the next few weeks.

C. Business Assistance

Ethan Introduced Lauren Cartwright and Katherine DiPasqua as the new Business Development Managers

Ethan introduced Jessica Martinez as the new Business Diversity Coordinator.

Marcos spoke about the opening of Sonoma County’s first Filipino market, Kabayan.

Lauren gave a brief description of the EDB Historical Data charts included in the report.

Board members discussed the variety of data included in the Business Assistance Research reports.

Board members discussed the district demographic and city reports. District reports can be found on the EDB website.

IV. BOARD BUSINESS

A. Guest Speaker: Jonny Westom, Sonoma County Tourism VP of Business Development

Mr. Westom gave a presentation on their business plan, current events, and future events the Sonoma County Tourism Office is engaging in as well.

B. Board Reports

District 5: Nick Schwanz asked for more data for the unincorporated areas.

C. ADHOC and committee Updates

DEBA Committee is working on a rubric for the EDB general use.

EDB staff is working on getting the information for the Governance ad hoc to get started on review of bylaws.

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:07 am.

Economic Development Board
Meeting Minutes

Wednesday, October 25, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 7:56am

The following EDB Board members were present Kathryn Hecht, Wayne Leach, Linda Kachiu, Jorge Alcazar, Ricardo Marzo

The following EDB staff members were present Ethan Brown, Debbie Yarrow, Kate Fosburgh, Brad Johnson, Marcos Suarez, Lauren Cartwright, Bernadette Marko, Lindsey Collins, Zach Koblick de Leon, Rebekah Heinze, Jessica Martinez, Katherine DiPasqua

II. CONSENT ITEMS

The meeting minutes from September 27, 2023, were not approved due to lack of quorum.

III. POLICY/PROGRAM UPDATES: BOARD FEEDBACK/QUESTIONS ON INFORMATION ITEMS

A. Board Feedback/Questions on Information Items


i. Creative Sonoma

The Public Arts policy will go before the board February 2024. If the new director of Creative Sonoma agrees Kristen Madsen will come back to assist in presenting the item to the Board of Supervisors.

Ethan gave an update on the Creative Sonoma Director recruitment.

ii. Broadband

Cloverdale Bridge Conduit: Among the four project areas included in the County's Federal Funding Account application, East Cloverdale/Preston is one of the key priorities. During the EDB's Broadband Team's discussions with the City of Cloverdale's management and executive staff, an opportunity emerged. They proposed the inclusion of conduit infrastructure in the engineering plans for the permanent Asti bridge project. This would not only connect residents on both the East and West sides of the river to the open access network, but also allow for improved access to other digital resources and services for everyone in the area. The EDB Broadband Team engaged with the Sonoma County Department of Public Infrastructure (SPI), who confirmed this is a

BOARD OF DIRECTORS	KATHRYN HECHT, CHAIR - JORGE ALCAZAR SKIP BRAND - BETZY CHAVEZ - WAYNE LEACH - LINDA KACHIU - REGINA MAHIRI - NICK SCHWANZ JORDAN KIVELSTADT - RICHARD MARZO ETHAN BROWN, EXECUTIVE DIRECTOR	 707.565.7170	 WWW.SONOMAEDB.ORG	
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good idea. The EDB team is awaiting direction from SPI engineers on next steps.

iii. Marketing and Communications

The Sonoma County Information Systems Department was recently recognized by its peers among the National Association of Government Web Professionals with separate awards for two county websites - the Sonoma County Regional Parks microsite and the Sonoma County Economic Development Board's Sonoma County Connections website.

IV. BOARD BUSINESS

a. Guest Speaker: Jill McLewis, Sebastopol Councilmember

Jill spoke about her role as council member and the steps she's been taking to grow the business community in Sebastopol. She asked for feedback on growing business in Sebastopol.

Ethan and the Board gave feedback and discussed different initiatives, policies, and plans in place in other cities throughout the county.

A. Board Reports

District 4: Clover theater has been closed.

B. ADHOC and committee Updates

DEBA is trying to get someone from Office of Equity

EDB staff is working on scheduling a meeting for the Governance ad hoc to get started on review of bylaws.

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:03 am.