



July 26, 2023 Economic Development Board Meeting

Wednesday, July 26, 2023

8:00am - 9:00am

EDB Office

141 Stony Circle

Ste 110

Santa Rosa, CA, 95401

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. June 28 2023 Meeting Minutes

III. ACTION ITEMS

A. By-laws discussion and appoint short term Government Committee

IV. POLICY/PROGRAM UPDATES

A. Creative Sonoma

B. Broadband

C. Business Services

D. Marketing And Communications

E. EDB 3.0

V. BOARD BUSINESS

A. New Board Member: Nick Schwanz introduction

B. Guest Speaker: Claudia Vecchio, President and CEO of Sonoma County Tourism

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

D. Action Items for next meeting (5 mins)

VI. NEW BUSINESS

VII. 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.

VIII. ADJORN - NEXT SCHEDULED MEETING - Wednesday, August 26, 2023

Economic Development Board
Meeting Minutes

Wednesday, June 28, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 8:01 am

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

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

II. CONSENT ITEMS

The meeting minutes from April 2023 and May 2023 were approved.

Motion: Skip Brand Second: Ricard Marzo
Yay:7 Ney: 0 Abstained: 0

III. POLICY/PROGRAM UPDATES:

A. Creative Sonoma

Working to get all 8 of our 2023-24 ACE Fellows contracted for their work over the coming year. Sam and our consultant, Nikko Kimzin, held the first meeting of the new class in May to begin the process of learning more about the Fellows and how they might plan to use their funds.

Debbie’s position was extended another 2 years.

B. Business Services



Next Board meeting there will be a more comprehensive report for fiscal year. Kathryn wanted to highlight the Art and Entertainment section. She inquired about what was driving the numbers.

Lauren briefly listed a few of the different divisions of Art and Entertainment category.

C. EDB 3.0

Kathryn asked about staff feelings on EDB 3.0. Lauren gave a short highlight r of EDB 3.0 and its progress. Specifically, the current recruitments taking place.

Board members asked about recruitments taking place.

BOARD OF DIRECTORS	KATHRYN HECHT, CHAIR - JORGE ALCAZAR SKIP BRAND - BETZY CHAVEZ - WAYNE LEACH - LINDA KACHIU - REGINA MAHIRI - JORDAN KIVELSTADT - RICHARD MARZO ETHAN BROWN, INTERIM EXECUTIVE DIRECTOR	 707.565.7170	 WWW.SONOMAEDB.ORG	
	141 STONY CIRCLE, STE 110 SANTA ROSA, CA 95401			

D. Marketing and Communications

Aleena gave an update on the Soco Connections website and photoshoots and videography of local business owners as well as the refresh/ re-brand of the Economic Development Board logo.

E. Broadband

Brad touched on the

IV. BOARD BUSINESS

A. Guest Speaker: Oscar Chavez, President and CEO, Community Foundation Sonoma County

Oscar gave an overview of the Community Foundation goals and current projects. He discussed struggles of a funding, building, and diversifying programs for the county’s underserved communities. He highlighted some the disparities that the county has and explained how the organization is filling in the gaps and trying to eliminate these issues one by one to create a level playing field throughout the County.

B. Board reports

Skip Brand: shared information about the Fitch Mountain foot race.

Richard Marzo: Spoke about the Sonoma Marin Fair that was held in Petaluma

Kathryn Hecht: AV film received approval from the planning commission and will be building a new movie theater in Healdsburg

Jordan Kivelstadt: Announced that the Sonoma Valley Unified School District has a new Superintendent, and the City of Sonoma also appointed a new City Manager.

Skip: Sonoma County is in the running for the Top endurance sports capital, we are in competition with Placer County

Regina: Asked for a list of events where EDB will tabling

C. Action items for next meeting

- i. Amend by laws and discuss meeting structure for EDB advisory group
- ii. Appoint a short-term government committee

V. ADJOURNMENT

Kathryn Hecht, adjourned the meeting at 9:10 am.