

Economic Development Board Meeting- July 27, 2022

### **EDB Meeting Agenda**

- I. CALL TO ORDER/ROLL CALL
- II. ACTION ITEMS

#### III. POLICY/PROGRAM UPDATES

- A. Board Feedback/Questions on Information Items
  - i. Executive Director Updates
  - ii. Creative Sonoma
  - iii. Team Overview & Business Assistance

#### IV. BOARD BUSINESS

- A. Guest Speaker: Janeen Murray, Executive Director Sonoma County GO LOCAL
- B. Board Reports on district updates and challenges (15 mins)
  - C. Action Items for next meeting (5 mins)
- V. NEW BUSINESS
  - A. 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.

VI. ADJORN - NEXT SCHEDULED MEETING - Wednesday, August 24, 2022









#### **Economic Development Board**

Wednesday June 22, 2022

### I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) meeting at 7:45 a.m.

The following EDB Board members were present Kathryn Hecht, Michael Nicholls, Regina Mahiri, Jorge Alcazar, Linda Kachiu, Richard Marzo, Skip Brand, Betzy Chavez

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

### II. ACTION ITEMS

A. Approval of EDB Board Minutes of May 25, 2022

The meeting minutes were approved with a correction.

Motion: Michael Nicholls Second: Jorge Alcazar Abstained: Betzy Chavez

B. Formation of Diversity, Equity, Belonging and Accessibility (DEBA) Standing committee

The following Board Members have volunteered to be part of the committee:

- Jorge, Alcazar, Kathryn Hecht, Regina Mahiri, Betzy Chavez
- Members of the public will be invited

Motion: Linda Kachiu Second: Michael Nicholls Vote: unanimous

#### III. POLICY/PROGRAM UPDATES

- A. Board feedback/questions on Informational Items
  - i. Introduction and welcome, new District One appointee, Betzy Chavez Ethan introduced new Board member Betzy Chavez from District 1
  - ii. Executive Director Updates

EDB will be going to the Board of Supervisors on July 12 regarding the EDB Mission.

The recruitment for EDB Executive Director position will most likely begin in December 2022.



Per county Council the Brown Act regarding Board meetings for the time being it appears we will be able to continue with the virtual meetings for the foreseeable future.

#### iii. Creative Sonoma

The Manitou grant was approved, and the funds have been received Creative Sonoma is now attending the EDB Board meetings. Kathryn asked for a list of the districts that have been supported through the Arts Education Funding.

### iv. Business Diversity

Marcos recapped his attendance at the Juneteenth event Aleena and he attended over the weekend. They were able to reach out to a few organizations and have begun to work with them.

#### IV. BOARD BUSINESS

### A. Board reports on district updates and challenges

Michael Nicholls (District 5):

Brad has forwarded the SMEDD CEDS document to the EDA for approval.

Richard Marzo (District 2)

Reminder that the Sonoma Marin Fair has started

#### V. NEXT SCHEDULED MEETING

Wednesday, July 27, 2022

#### VI. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 8:27 a.m.

#### Board of Supervisors EDB Mission Ad-hoc –

On July 12<sup>th</sup>, staff provided an update to the Board of Supervisors and recommended disbanding the EDB Ad-Hoc in favor of the ability to work with the entire Board as we move forward.

As a review, staff has proposed a three-track approach to the EDB's focus:

- An external track, which focuses in the department's efforts to establish and maintain strengthened partnerships with cities, chambers, trade-groups and equity-focused organizations. This would position the EDB as a nexus for county-wide, multijurisdictional/multi-sectoral leadership as the community works to create high value jobs., spur projects such as housing and redevelopment, and address issues such as climate change, disasters, childcare, and others.
- 2. An internal track with greater embedment of the EDB in crucial local projects with economic development opportunities. Examples of these projects are Sonoma Developmental Center, Chanate, the Airport, and County Center, among others. This would give the EDB and stakeholders important input into issue resolution and policy development, as well as create the opportunity to better evaluate economic impacts of project and policy proposals.
- 3. A **communications** track to increase awareness and visibility of successes, opportunities to participate, and to reinforce confidence and perception of value among stakeholders.

Over the next six months, staff has proposed to facilitate an engagement process to gather feedback from stakeholders and partners. This is a two-tiered process that includes formation of a short-term Steering Committee, and at least one focus group held in each supervisorial district. The process will be led by staff primarily, but a consultant will be utilized to provide guidance on process and strategy.

The Steering Committee is proposed to be comprised of 10-15 individuals representing external partners, and broadly representative of the community. This group would guide development of a plan, making recommendations to the Interim Executive Director and staff for inclusion in the final proposal to the Board of Supervisors. Composition is anticipated to include:

- 10-15 members
- City Economic Development and Chamber partners
- Community partners and equity-focused organizations
- Business stakeholders
- Educational institutions/training partners

The focus groups are anticipated to include 15-20 members, with more of a localized focus. Composition of these groups is expected to include:

- Chamber and City Representatives
- Business leaders
- Nonprofits with economic development nexus
- MAC representatives

Staff is in the process of soliciting suggestions from members of the Board of Supervisors and would also appreciate any suggestions members of the EDB Advisory Board would like to provide. In addition, if Advisory Board members would like to participate in a focus group, please let staff know.

County leadership is hoping to begin recruitment of a permanent Executive Director in early 2023. This recruitment will be informed by the work detailed here. As such, staff is working on a very tight timeline, which will allow the Board of Supervisors to vote on the final proposal on December 13<sup>th</sup>.

**ARPA Funding and Business Diversity** – As previously reported, the EDB will receive \$300,000 in APRA funding – part of a \$6.4 million business technical assistance grant in partnership with RED LatinX the Hub, CRESER Capital, the Small Business Development Center, and Legal Aid of Sonoma County, plus a number of chambers and community organizations countywide.

While we are not yet in receipt of this funding, staff is already in the planning process to ensure the funds are deployed in the most effective manner. Staff would like to propose that the new Diversity, Equity, Belonging and Accessibility (DEBA) standing committee be heavily leveraged in leading the program design, and tracking outcomes related to this work.

### Economic Development Board Creative Sonoma Update July 2022

#### Grantmaking

ArtSurround. This month, we completed the "pairings" of our ArtSurround artists and Advocates to create new art in public places between now and December 2022. These teams are now working on their work plans together, determining exactly what the artwork will be, who will be involved in the process, and creating a budget for the projects. Once the work plans are submitted, we will divvy up the available funds and let the teams go to work creating art. Creative Sonoma funds for this project come from the Hewlett Foundation. Program partners who are also providing funds include: Santa Rosa Art in Public Places, Santa Rosa Metro Chamber of Commerce, Town of Windsor, and Sonoma County Tourism. We anticipate allocating more than \$100,000 in grants for projects.

<u>Arts Impact for Organization Grants.</u> We are working on the guidelines and application documents to open this grant program in August 2022. Grants will be made available to arts organizations and nonprofits who are presenting arts activities whose impact is county-wide, local (i.e., towns and/or neighborhoods), or with students. Funding sources for the grants are the County of Sonoma and the National Endowment for the Arts.

#### **Public Art**

Our public art consultant, Todd Bressi, will be in Sonoma County for his second visit from July 26-29<sup>th</sup>. We will convene the Public Art Steering Committee for an update on his progress, and he will conduct more one-on-one interviews with artists and other interested parties. We will also tour a few other locations across the county. We will be meeting with our Ad Hoc Committee (Supervisors Gorin and Rabbitt) on August 10<sup>th</sup> to update them on our work and assess their insights on emerging themes and potential structures for the plan and percent-for-art ordinance.

#### **Arts Education**

The Sonoma County Arts Education Alliance, led by Creative Sonoma, has completed its 3-year commitment to the statewide arts advocacy program, Arts Now. Based on the great work of staff member Debbie Yarrow, the Alliance has been invited to apply for Ambassador status for the program. Ambassadors are called on to share strategies and be a thought partner to districts and counties across the state who are new to the Arts Now program. We have also been asked to present at Arts Now's annual Leadership Institute in October to highlight our work around student centered advocacy.

Dashboard: EDB Team Overview FY22

## Total Businesses Served FY22

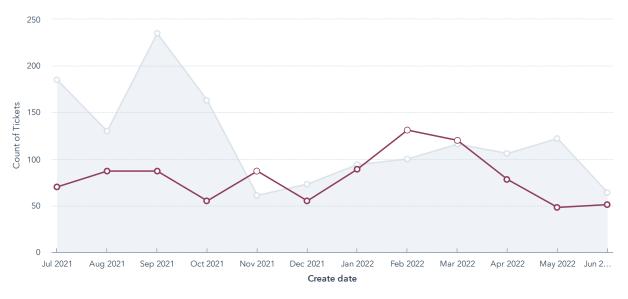
Date range: From 7/1/2021 to 6/30/2022

COUNT OF TICKETS

958

# Total Businesses Served (YOY)

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



Last yearCount of Tickets

### **Business Assist Detail**



## **Business Assist Activities**

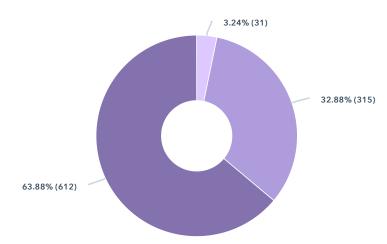
| TICKET ID ♦  | ACTIVITY DATE - DAILY | ASSIST TYPE 🕏   | ACTIVITY TYPE     |
|--|-----------------------|-----------------|-------------------|
| Data Inquiry: Film Permits in Petaluma and Sonoma Count  | 7/14/2022             | Film Office     | Email reply from  |
| Data Inquiry: Film Permits in Petaluma and Sonoma Count  | 7/14/2022             | Film Office     | Email sent to con |
| Permit Notice: MBUSA Web Commercial (991644302)          | 7/11/2022             | Film Office     | Note              |
| Data Inquiry: Film Permits in Petaluma and Sonoma Count  | 7/11/2022             | Film Office     | Email reply from  |
| Film Inquiry: Bank Locations (963984029)                 | 7/9/2022              | Film Office     | Email reply from  |
| Permit Inquiry: MBUSA Video Brochure (991620624)         | 7/8/2022              | Film Office     | Note              |
| Permit Notice: JJill Photoshoot (991644550)              | 7/8/2022              | Film Office     | Note              |
| Permit Notice: SCT Promo Video (991644493)               | 7/8/2022              | Film Office     | Note              |
| Permit Notice: MBUSA Web Commercial (991644302)          | 7/8/2022              | Film Office     | Note              |
| Film Inquiry: Bank Locations (963984029)                 | 7/7/2022              | Film Office     | Email sent to con |
| MBCRG Inquiry (987427953)                                | 7/6/2022              | Disaster        | Email sent to con |
| MBCRG Inquiry (987427953)                                | 7/6/2022              | Disaster        | Email sent to con |
| Market Research Craft Beverage Tourism (985750942)       | 7/5/2022              | Market Research | Email sent to con |
| Existing Business: Market Research - Expanded Markets (9 | 7/1/2022              | Market Research | Email sent to con |
| Market Research Craft Beverage Tourism (985750942)       | 7/1/2022              | Market Research | Email sent to con |
| Film Inquiry: Bank Locations (963984029)                 | 6/30/2022             | Film Office     | Email sent to con |
| Film Inquiry: Bank Locations (963984029)                 | 6/30/2022             | Film Office     | Email reply from  |
| Film Inquiry: Bank Locations (963984029)                 | 6/30/2022             | Film Office     | Email sent to con |
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| Film Inquiry: Bank Locations (963984029)                 | 6/30/2022             | Film Office     | Email sent to con |
|  |                       |                 |                   |

# Business Type

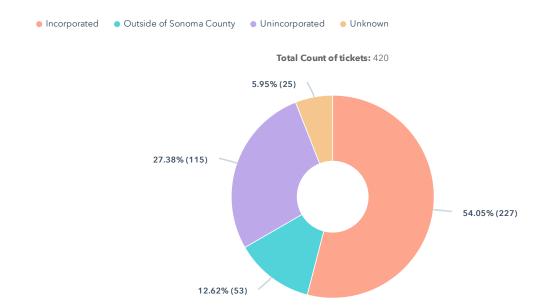
Date range: From 7/1/2021 to 6/30/2022

(No value) New Existing





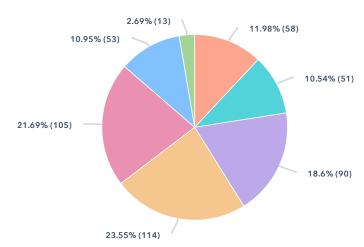
## **Business Location**



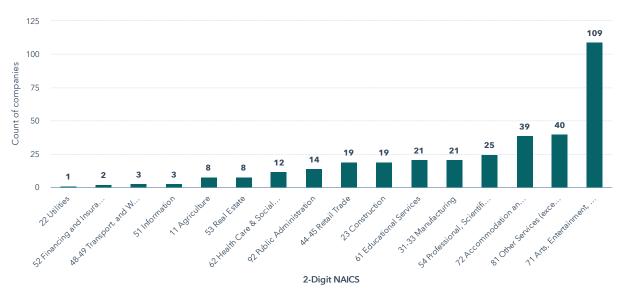
# Business Location x Supervisor District





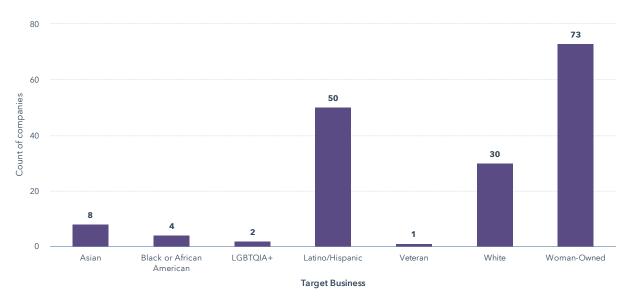


## **Business Industry**



Count of companies

# **Business Demographics**



Count of companies

## LGTBQIA+

| TARGET BUSINESS 🕏 | COUNT OF COMPANIES • |
|-------------------|----------------------|
| Latino/Hispanic   | 1                    |
| LGBTQIA+          | 2                    |
| Report Total      | 2                    |
|                   |                      |

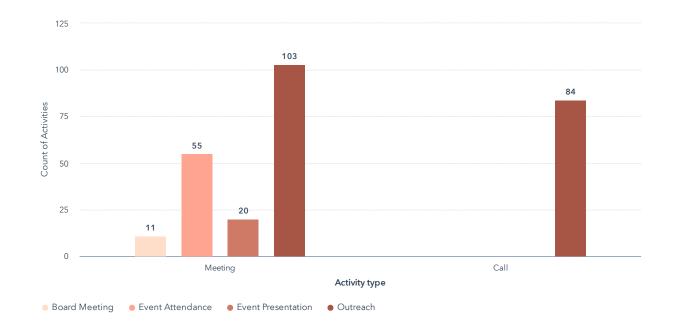
## Woman-Owned

| TARGET BUSINESS →         | COUNT OF COMPANIES 🙃 💠 |
|---------------------------|------------------------|
| Woman-Owned               | 73                     |
| White                     | 2                      |
| Latino/Hispanic           | 10                     |
| Black or African American | 2                      |
| Asian                     | 2                      |
| Report Total              | 73                     |

## Veteran

| TARGET BUSINESS 🕏 | COUNT OF COMPANIES (1) |
|-------------------|------------------------|
| Veteran           | 1                      |
| Report Total      | 1                      |

# Business Community Outreach and Engagement



# Total Email Campaigns

COUNT OF MARKETING EMAILS

91

# Email Activity Detail

| EMAIL  | SENT \$ | OPEN RATE ▼ | CLICK RATE | TH |
|--|---------|-------------|------------|----|
| Employer Roundtables (Clone)                         | 1       | 100%        | 100%       |    |
| Workshops November 2021 (Clone)                      | 519     | 68.4%       | 2.7%       |    |
| Employer Roundtables 2                               | 620     | 66.13%      | 0.65%      |    |
| CEDS Survey (Clone)                                  | 416     | 60.72%      | 4.1%       |    |
| RW 2022 Updates 2                                    | 82      | 59.76%      | 20.73%     |    |
| Event Survey Reminder                                | 401     | 59.6%       | 2.49%      |    |
| Demystifying COVID-19 Resources tomorrow             | 593     | 58.35%      | 0.68%      |    |
| RW 2022 Updates                                      | 59      | 57.63%      | 23.73%     |    |
| Community Think Tank (Clone) (Clone)                 | 639     | 57.28%      | 1.25%      |    |
| Tomorrow Economic Perspective: BIPOC Impact          | 892     | 56.68%      | 2.02%      |    |
| RW 2022 Confirmation Email                           | 87      | 55.17%      | 27.59%     |    |
| CEDS Draft Public Review Last Day                    | 531     | 51.79%      | 1.7%       |    |
| CEDS Survey (Clone)                                  | 2       | 50%         | 0%         |    |
| Economic Perspective: BIPOC Impact Thank you         | 270     | 49.63%      | 11.11%     |    |
| Outsmart Disaster November 30th                      | 898     | 49.16%      | 0.89%      |    |
| Apply Today! American Rescue Plan Act Community Work | 1,867   | 47.34%      | 1.61%      |    |
| 2022 Economic Perspective - Registration Confirmed   | 302     | 45.15%      | 4.01%      |    |
| Demystifying COVID-19 Resources thank you            | 38      | 44.74%      | 18.42%     |    |
| EP - BIPOC Impact Confirmation Email                 | 275     | 44.73%      | 13.09%     |    |
| Financing Your Business thank you                    | 18      | 44.44%      | 16.67%     |    |

Dashboard: EDB Team Overview FY22

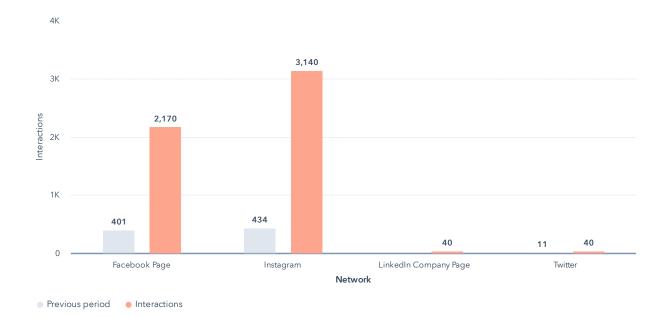
# **Total Marketing Contacts**

Date range: All time

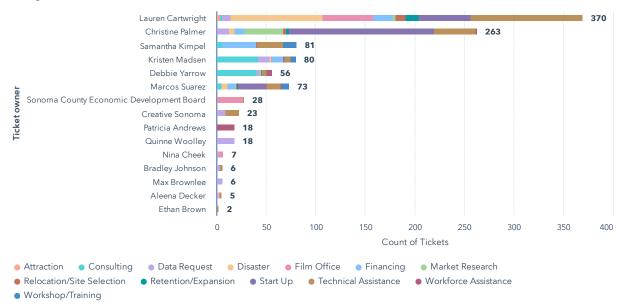
COUNT OF CONTACTS

15,772

# Social Media Engagement

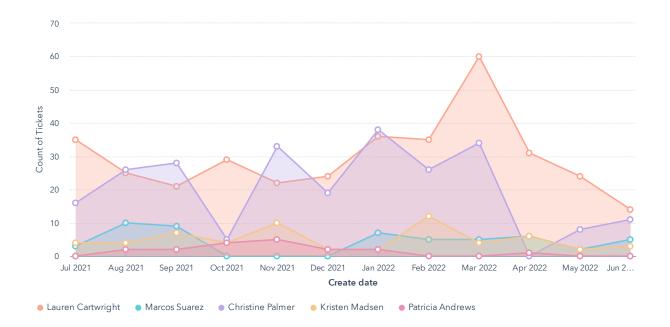


## Ticket Volume and Assist Type by Staff Member



## **Assist Timeline**

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



## BRE Outreach FY22



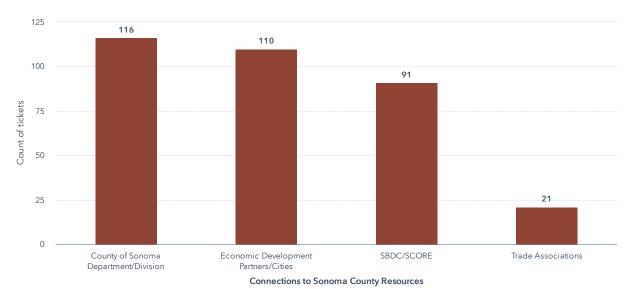
Count of sales activities

# BRE Meetings

Date range: From 7/1/2021 to 6/30/2022

MEETING CALL 31

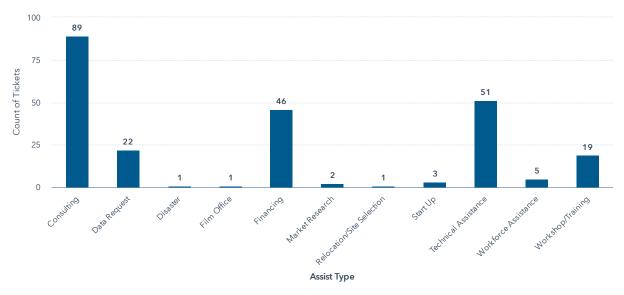
# Connections to Sonoma County Business Resources



Count of tickets

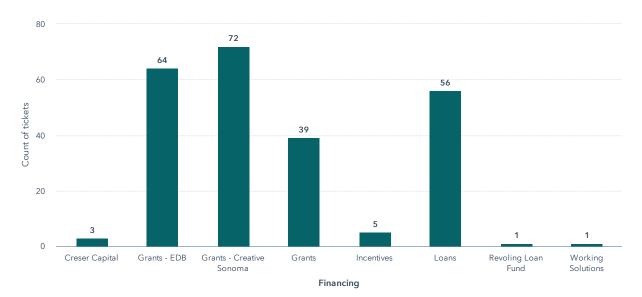
## Creative Sonoma - Assist Detail

Date range: From 7/1/2021 to 6/30/2022



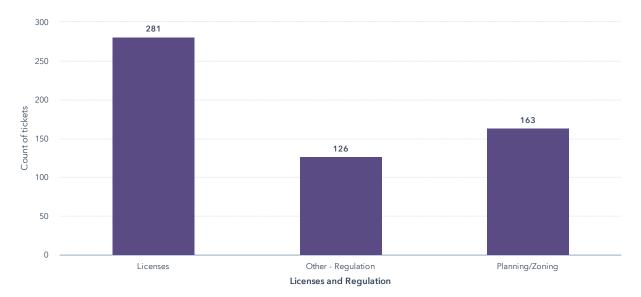
Count of Tickets

# Financing



Count of tickets

## Licenses and Permits

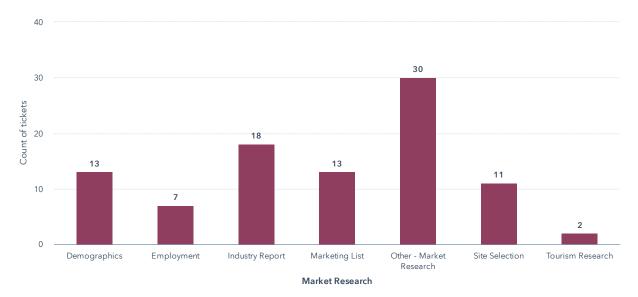


Count of tickets

## **Event Attendance & Presentations**

| DEAL NAME 🕏  | DEAL STAGE 🕏                      | CLOSE DATE \$ |
|--|-----------------------------------|---------------|
| Leadership Santa Rosa Economic Development Panel             | Event Completed (External Events) | 4/30/2021     |
| Sonoma County Alliance - Economy Update                      | Event Completed (External Events) | 7/6/2022      |
| Sonoma County Rotary Association                             | Lost (External Events)            | 6/6/2022      |
| 4th District Stakeholders Meeting                            | Event Completed (External Events) | 4/30/2021     |
| LSR Arts & Tourism Day Oct 2021                              | Event Completed (External Events) | 10/21/2021    |
| Sonoma County Hospitality Association Board Retreat          | Event Completed (External Events) | 8/23/2021     |
| Community Briefing   | Event Completed (External Events) | 8/4/2021      |
| Go Local Presentation  | Event Completed (External Events) | 5/29/2020     |
| North Bay Business Journal Virtual Conference                | Event Completed (External Events) | 11/10/2021    |
| Sonoma Valley Chamber of Commerce                            | Event Completed (External Events) | 4/2/2020      |
| Presentation to Guerneville Artists (at Elise Weiland's requ | Event Completed (External Events) | 4/30/2021     |
| Speeh - Unknown  | Event Completed (External Events) | 11/7/2019     |
| Santa Rosa Rotary Lunch                                      | Event Completed (External Events) | 12/11/2019    |
| Update to City Mayors  | Event Completed (External Events) | 4/30/2021     |
| CAP Community Conversations: Race                            | Event Completed (External Events) | 9/30/2021     |
| Good Morning Healdsburg                                      | Event Completed (External Events) | 9/2/2021      |
| Upstream's Policy Committee Meeting                          | Event Completed (External Events) | 8/20/2021     |
| Government Affairs Committee - Healdsburg Chamber            | Event Completed (External Events) | 8/27/2021     |
| Cloverdale Business Forum                                    | Event Completed (External Events) | 8/12/2021     |
| Lessons From the End of the World - Sonoma Valley VB         | Event Completed (External Events) | 7/23/2021     |
|  |                                   |               |

## Market Research Tools



Count of tickets

# Start Up and Entrepreneurial Services Form [English]



# Start Up Form Submission Detail [English]

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



Submissions

### Team Activity

Date range: In the last 14 days



#### Nina Cheek logged an email to George Garcia

Yesterday at 5:16 PM

RE: P2E 2.0

I just realized that the question at the bottom of the email that I sent you copied the entire question including staffing, which you had already answered and I know is in John's jurisdiction. Please ignore that section but instead please think...



#### Nina Cheek logged an email to Fabiola Garcia Almonaci

Yesterday at 4:41 PM

RE: P2E 2.0

Hi Fabiola! Thank you for reaching out and accessing this information! That is a good question, I would assume that we might have to provide them with the amount of incarcerated individuals so that they can have an estimate of how many...

>



#### Christine Palmer created a note for Marcel Hetu

Yesterday at 4:20 PM

Client stated that he is located within City of Santa Rosa limits.



#### Christine Palmer logged an email to Marcel Hetu

Yesterday at 4:45 PM

Follow-up: - Emailed CalGold requirements - Business License - FBN - State/Federal Taxes



#### Christine Palmer created a meeting with Marcel Hetu for 7/14/2022 4:00:00 PM

Yesterday at 4:00 PM

Telephone Meeting: Client is opening a sole proprietorship home-based consulting business in Santa Rosa and had questions about start-up requirements.- Business License- FBN - He asked specifically about needing an "insurance...



#### Aleena Decker received an email from Mark Bodenhamer

Yesterday at 3:12 PM

#### RE: Spirit of Sonoma 2021 Invoice

EXTERNAL OMG so sorry I had no idea this was outstanding. I will have a check sent tomorrow. My apologies! Thanks for the reminder. Hope all is well! Best, mb Mark Bodenhamer CEO, Sonoma Valley Chamber of Commerce...



### Aleena Decker logged an email to Mark Bodenhamer

Yesterday at 2:45 PM

#### Spirit of Sonoma 2021 Invoice

Hello Mark, Hope you are well and enjoying your summer. I am following up on an outstanding invoice for the 20th Annual Spirit of Sonoma in May 2021 in honor of Alyssa Conder. The total invoice is \$115 to cover the cost of the...



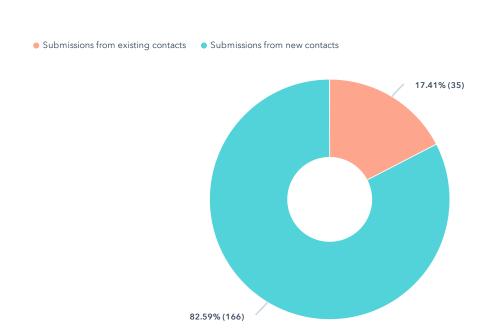
### Aleena Decker logged an email to Rebekah Heinze

Yesterday at 2:42 PM

#### Spirit of Sonoma 2021 Invoice

# Start Up Form Contact Type [English]

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Daily

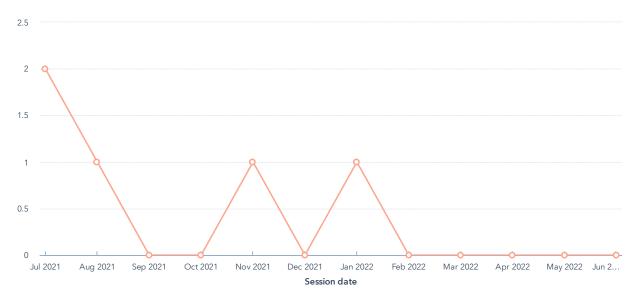


# Start Up and Entrepreneurial Services Form [Spanish]]



# Start Up Form Submission Detail [Spanish]

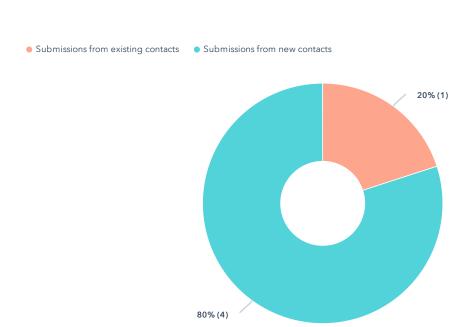
Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



Submissions

# Start Up Form Contact Type [Spanish]

Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



# **Email Engagement Totals**

Date range: From 7/1/2021 to 6/30/2022

 SENT
 OPENED
 CLICKS

 261,547
 55,499
 6,285

 ▲ 1,502.91%
 ▲ 1,390.31%
 ▲ 880.5%

CLICK RATE

2.44%

**1.59%** 

# Email Activity Detail

| EMAIL  | SENT 🕏 | OPEN RATE ▼ | CLICK RATE | ТН |
|--|--------|-------------|------------|----|
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