



# Economic Development Board Meeting Book

Wednesday, June 22, 2022

8:00am - 9:00am

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

## EDB Meeting Agenda

### I. CALL TO ORDER/ROLL CALL

### II. ACTION ITEMS

A. Approve Minutes from May 25, 2022

B. Formation of Diversity, Equity, Belonging and Accessibility (DEBA) Ad-Hoc committee

### III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Introduction and welcome, new District One appointee, Betzy Chavez

ii. Executive Director Updates

iii. Creative Sonoma

iv. Business Diversity

v. Team Overview & Business Assistance

### IV. BOARD BUSINESS

A. Guest Speaker: Speaker TBD

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

C. 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, July 27, 2022

# Economic Development Board

Wednesday, May 25<sup>th</sup>, 2022

## I. CALL TO ORDER/ ROLL CALL

Wayne Leach called to order the Economic Development Board (EDB) meeting at 7:51 a.m.

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

The following EDB staff members were present: Ethan Brown, Kristen Madsen, Rebekah Heinze, Bradley Johnson, Christine Palmer, Nina Cheek, Lauren Cartwright

## II. ACTION ITEMS

A. Meeting Minutes- April 27th, 2022 were approved

Motion: Richard Marzo Second: Michael Nicholls

Motion Passes

## III. POLICY/PROGRAM UPDATES

### A. Board Feedback/Questions on Information Items

#### i. Executive Director Update

Ethan Brown provided the executive director update. Ethan has been working with the supervisory ad hoc and has been working with Jim Mayer from California Forward to investigate different tracks for the EDB to facilitate multijurisdictional economic development. The supervisory ad hoc has also been working on developing a standard operating policy with other departments that have an ED perspective, such as planning, Transportation and Public Works, and Health. In addition to the ad hoc update, Ethan informed the board that the Sonoma County Board of Supervisors decided to approve the ARPA proposal, as suggested by the community group. The EDB will receive \$300,000 of those funds to help expand the Business Diversity program. Ethan also provided an update on virtual meetings and that the July meeting will likely be in person.

#### ii. Creative Sonoma

Kristen added to her written update for Creative Sonoma. The Sonoma County Office of Education arts event on 5/26. Since Creative Sonoma submitted the report, Creative Sonoma has received a CA arts council grant for \$65,000. Wayne expressed kudos to Kristen for her work in acquiring grants.



#### BOARD OF DIRECTORS:

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

iii. Team Overview and Business Assistance

For the business assistance team, Lauren Cartwright provided an update. The data is showing that business inquiries are becoming more traditional. Ethan provided an update on the CA Microbusiness grant. The Board discussed the strict eligibility criteria for the grant.

**B. Governance Ad Hoc Documents**

- i. Ethan Brown provided context that the documents provided in the packet came from the Board's request to have them after a the Board voted to sunset the Ad Hoc in April, 2022.

**IV. BOARD BUSINESS**

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

Wayne Leach provided an update on things becoming more normal again in the South County. He cited events such as the Butter and Egg Parade as occurring.

Skip Brand Provided an update on events happening in the 4<sup>th</sup> district such as the Food and Wine Festival and the FFA parade.

Kathryn Hecht Provided an update on the AVFilm festival.

**B. Guest Speaker: Zachary Kushel, Marin Sonoma Impact Ventures**

Jordan Kivelstadt introduced Zachary Kushel and his works with the Sonoma Marin Impact Venture

Zachary Kushel gave a presentation on the Marin Sonoma Impact Venture (MSIV). some of the key points are listed below:

- MSIV is building the North Bay's premier Invest Local movement. Marin and Sonoma residents donate locally to important causes.
- MSIV fills the need for thoughtful economic development. Long term community, investment in diversified sectors is essential to insulate the North Bay economy from the growing ravages of climate change. Key challenges: Lack of job creation, aging population, and economic inequality.
- Why Marin and Sonoma Startups? Quality, Undercapitalized, Proliferation.
- Starting Point – April 2020: Untapped experts, Limited Access to Capital, Leadership Void, Disconnected Founders, Talent Gap.
- Since April 2020: 112 local founders that MSIV has leaned in to serve, 38 executive network members, 5 press features, 1 search results page position.
- MSIV Goal is to help usher in the next generation of North Bay economic prosperity and lead to a healthier, younger, and more vibrant community.
- How EDB can help: Further EDB and MSIV collaboration, startup introductions, public messaging that Sonoma is open for Startups.



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ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

Questions from the Board:

Richard Marzo asked, how MSIV's recent event went and what the next steps are?

Zachary: The event went well; all the keynote speakers were successful business owners from the local community. The goal is to have another successful event in Sonoma County next year and continue to raise awareness for local entrepreneurs.

Ethan provided a Staff perspective that MSIV's mission and work is an incredible lift and very valuable for the EDB.

Kathryn Hecht: What environmental and climate sustainability companies are you seeing?

Zachary: Of the 112 entrepreneurial organizations that MSIV is connected to, the organizations with a climate-focused mission are a minority in Sonoma County.

### **C. Action Items for next meeting**

Kathryn Hecht requested to add an agenda item for the formation of the Diversity Equity Belonging and Access Committee. This Committee will be a standing Committee.

## **V. NEXT SCHEDULED MEETING**

**Wednesday, June 22, 2022**

## **VI. ADJOURNMENT**

Motion: Michael Nicholls Second: Richard Marzo

Kathryn Hecht adjourned the meeting at 8:43 a.m.



### **BOARD OF DIRECTORS:**

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WAYNE LEACH - MICHAEL NICHOLLS- JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI  
ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

## Executive Director Update – EDB Board

**Board of Supervisors EDB Mission Ad-hoc** – Staff last met with the Ad-Hoc to discuss next steps on 6/10. I will be developing a scope of work for a consultant who will help design an engagement approach that solicits input from community partners from all corners of the county to help shape the EDB's focus going forward.

Currently, this engagement is envisioned to inform a three-track approach to the EDB's focus:

1. 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, multi-jurisdictional/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.

Additionally, staff is considering disbanding the Ad-Hoc in favor of working with the entire Board of Supervisors to gather input and insights in creating the vision for this plan. Currently due to the Brown Act, the Ad-Hoc structure limits engagement to only two Board members. Broader engagement will help ensure greater support when the time comes for approval.

**ARPA Proposals** – 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.

The leadership committee (named organizations above) are currently working to create a revised scope of work to align with the approved grant amount. EDB staff have targeted funding towards expanding capacity of the Business Diversity Program, and envision that the DEBA ad-hoc (plus a select group of community partners) would play a key role in shaping this expansion.

### **Virtual Public/Brown Act Meetings**

Staff has been in contact with County Counsel, and it is still unknown whether virtual meetings will be allowed after June 30, or under what circumstances. Given the uncertainty, staff has begin planning for July's EDB Board meeting to be in-person. The Board will be provided further information via an email update regarding logistics and meeting invites.

At this point, it is not known whether Governor Newsom will extend the current state of emergency, but there are indications that he will not. County counsel is currently drafting a notice for all County Boards and Commissions to provide guidance, and this document will be shared once it is ready.

**Economic Development Board  
Creative Sonoma Update  
June 2022**

**Grantmaking**

ArtSurround. On June 18-20, we held a 2.5 day training workshop for 28 participating Artists and 15 Advocates in our ArtSurround program. The training was presented by Jun-Li Wang from Springboard for the Arts in St. Paul. The Artist sessions were focused on enhancing skills in creative placemaking and community engagement, as well as other artist business skills. The Advocates joined the artists for a half-day session on Monday and were used to help Advocates and Artists think more broadly about working with artists in community environments. After the session, everyone was asked to name their top three members of the opposite cohort with whom they would like to work. Creative Sonoma staff will use those forms to “match-make” and provide mini-grants to the artists to work with selected Advocates in creating new art processes/projects. The selection process should be complete by July 1<sup>st</sup>. Artist and Advocate Teams will then work together to write their project proposal for which the mini-grant will be applied. Projects will get underway immediately following and will likely all be completed before the end of December 2022.

Arts & Cultural Equity Fellows. Staff is working with our consultant to develop the schedule for cohort meetings of our 6 selected fellows. The meetings will be co-designed with the cohort of fellows and will focus on networking and skills training that they feel will be of most use to them to help advance their careers. Sessions may also provide feedback on the specific creative projects that the fellows hope to undertake during their fellowships. This cohort will continue working together through at least December 2022.

Arts Education

We have opened our third round of funding for Arts Education Framework Grants, designed to help Sonoma County school districts provide an increased level of arts education in their schools. Grantee Districts will be assigned a consultant to help them adapt our existing Arts Education Framework to meet the specific needs and circumstances of their district. Grantees will also have access to funds to implement some of the preliminary steps in their newly created/revised plans. Finally, Districts will be required to name a leadership cohort who will be involved with the grant project from start to finish, and who will meet several times throughout the grant period with all of the program grantees in an effort to share learnings and opportunities.



# **Economic Development Board**

## **Business Diversity Program Manager Update**

### **June 2022**

#### **Outreach/Micro-Business Grant**

Working with our partners throughout the county to increase visibility of EDB resources, including the CA Micro-business Grant Program. Will be having a booth at the Sonoma County 52<sup>nd</sup> Annual MLK/Juneteenth Community Festival June 18<sup>th</sup> 2022. Will also have a booth at the Small Business Hardship Fund Business Expo on July 30<sup>th</sup> 2022.

Have been working with business owners throughout county to address staffing issues, including out at lower Russian river area by connecting them to our partners at job link to get On The Job Training(OJT) resources. Staffing continues to be a major challenge for our small businesses.

#### **Micro-Loans**

Entrepreneurs continue to search for access to capital. Have been referring business owners to partners Sonoma SBDC and CRECER Capital to get funding to start and grow businesses. We are seeing increased demand coming from women-owned businesses, trend that looks to continue.

#### **Women Entrepreneur Support**

Working with staff, women entrepreneurs and partners to create a 4 part women entrepreneur focused series to foster and inspire the growth of women entrepreneurship in Sonoma County. First part of series to take place late August.

## **EDB Team Overview FY22**

- Total Businesses Served
  - As you can see, we've experienced a bit of a drop year over year for business assistance starting in April of 2022. There are a few reasons for this:
    - A slow down in outreach to new clients based on staff leaves/absences
    - Businesses are more self-sufficient with the re-opening of the state. There are limited, if any, industry-specific regulations, and businesses have been instructed to follow CalOSHA requirements.
    - Summer is typically known as being a 'slower' time of year for the business community. If we look at April to June of 2019 there were 64 assists logged, and for the same period in 2022 we're currently at 144.
- Business Assist Detail
  - Film continues to be above last year as we have just started tracking inquiries in HubSpot (less than one year ago). This should normalize within the next few months.
  - Technical Assistance continues to trend upwards we receive inquiries around business licensing and permits.

## **CA Microbusiness Covid-19 Relief Grant Program**

- As of June 16<sup>th</sup>, approximately 25% of the available funds have been awarded to eligible applicants. We have until the end of the calendar year to disperse grants from this program,
- Working with community partners to increase out outreach for potential applicants and new organizations that the EDB has not traditionally worked with.

## Total Businesses Served FY22

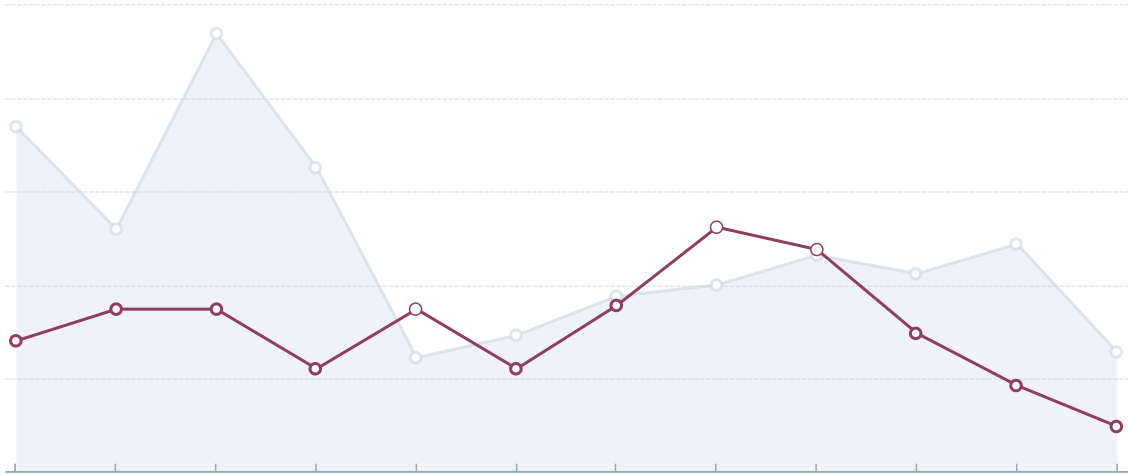
Date range: From 7/1/2021 to 6/30/2022

COUNT OF TICKETS

924

## Total Businesses Served (YOY)

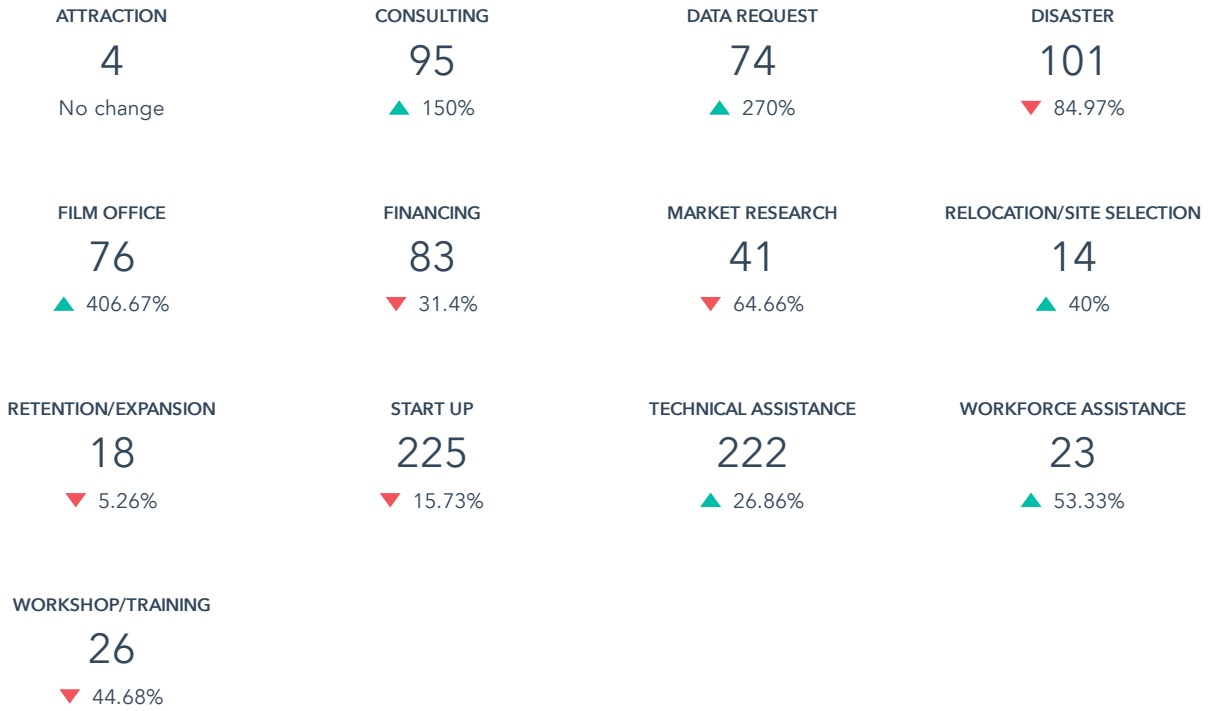
Date range: From 7/1/2021 to 6/30/2022 | Frequency: Monthly



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-

## Business Assist Detail

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



## Business Assist Activities

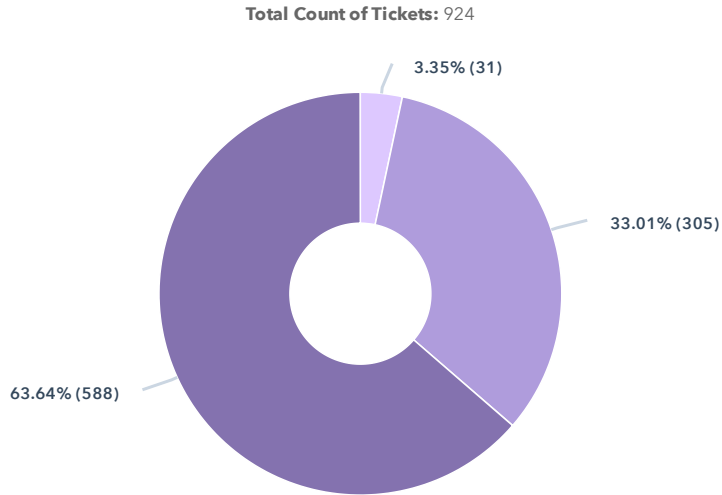
TICKET ID ▾	ACTIVITY DATE - DAILY ▾	ASSIST TYPE ▾	ACTIVITY TYPE
<a href="#">Mariachi Band Recommendations (954446481)</a>	6/15/2022	Consulting	Email sent to co
<a href="#">Business Financing (947695958)</a>	6/13/2022	Financing	Call
<a href="#">Consulting: Nonprofit Status (948013185)</a>	6/10/2022	Consulting	Meeting
<a href="#">Consulting: Nonprofit Status (948013185)</a>	6/10/2022	Consulting	Email sent to co
<a href="#">Start-Up: THTR (new theatre company) (914512181)</a>	6/10/2022	Technical Assistance	Task
<a href="#">Business Financing (947695958)</a>	6/10/2022	Financing	Email sent to co
<a href="#">Business License Requirements (947660835)</a>	6/10/2022	Technical Assistance	Call
<a href="#">Business Financing (947695958)</a>	6/10/2022	Financing	Email sent to co
<a href="#">Business Resources: SoCo Entertainment Center/Club (947...</a>	6/10/2022	Technical Assistance	Call
<a href="#">Wine Industry Report 2001-2021 (947685988)</a>	6/10/2022	Data Request	Email sent to co
<a href="#">Business Financing (947695958)</a>	6/10/2022	Financing	Email sent to co
<a href="#">Wine Industry Report 2001-2021 (947685988)</a>	6/10/2022	Data Request	Email sent to co
<a href="#">Wine Industry Report 2001-2021 (947685988)</a>	6/10/2022	Data Request	Email reply fr m
<a href="#">Financing: Grant opportunities for Healdsburg Center for t...</a>	6/10/2022	Financing	Call
<a href="#">Existing Business: Janitorial Services (946149639)</a>	6/10/2022	Technical Assistance	Note
<a href="#">Existing Business: Janitorial Services (946149639)</a>	6/10/2022	Technical Assistance	Email sent to co
<a href="#">Existing Business: Janitorial Services (946149639)</a>	6/10/2022	Technical Assistance	Meeting
<a href="#">General Outreach re: programs and services (946578273)</a>	6/9/2022	Consulting	Email sent to co
<a href="#">Start Up Business: Handyman and Painting Services (9275...</a>	6/8/2022	Start Up	Call
<a href="#">Expansion: Workforce (927103358)</a>	6/8/2022	Technical Assistance	Email sent to co

20 rows per page ▾

# Business Type

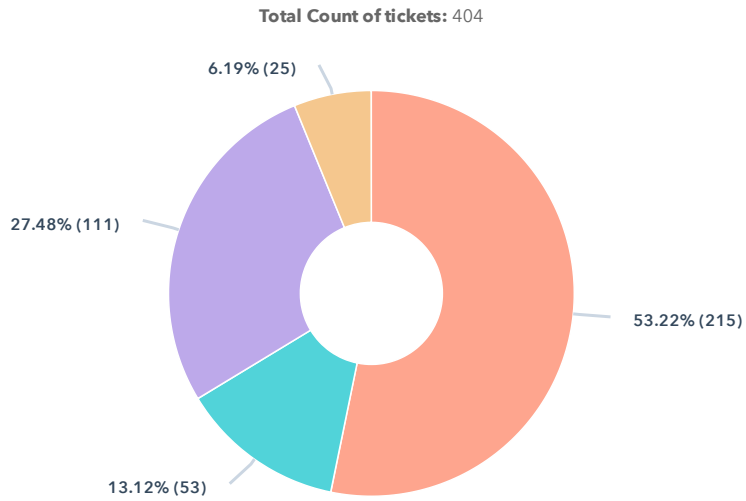
Date range: From 7/1/2021 to 6/30/2022

● (No value) ● New ● Existing



## Business Location

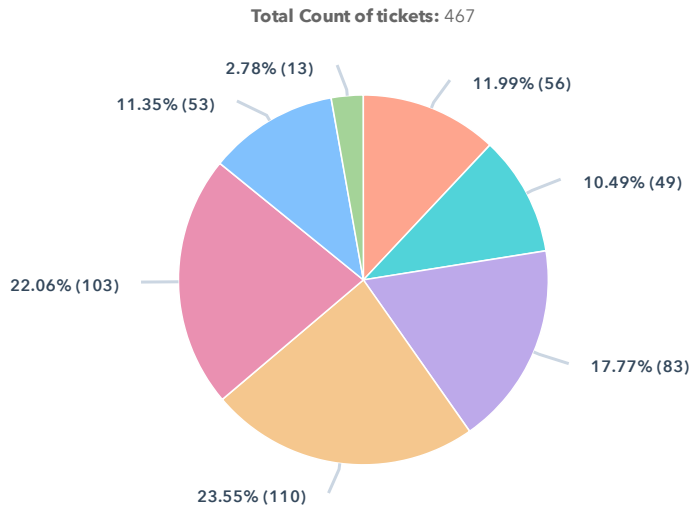
● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown



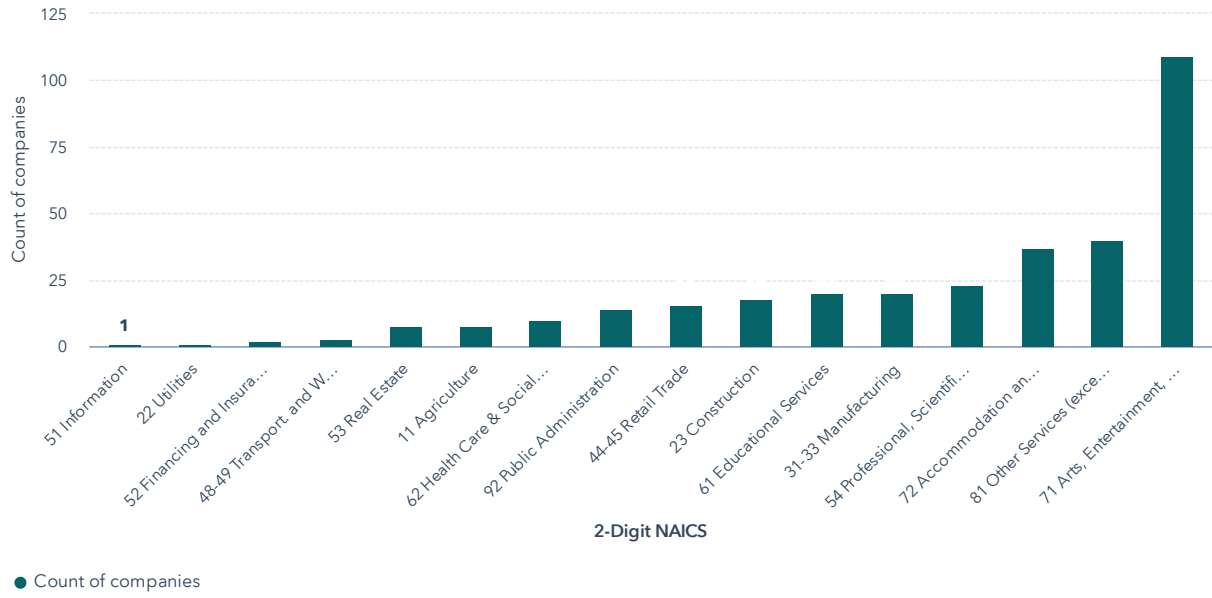


## Business Location x Supervisor District

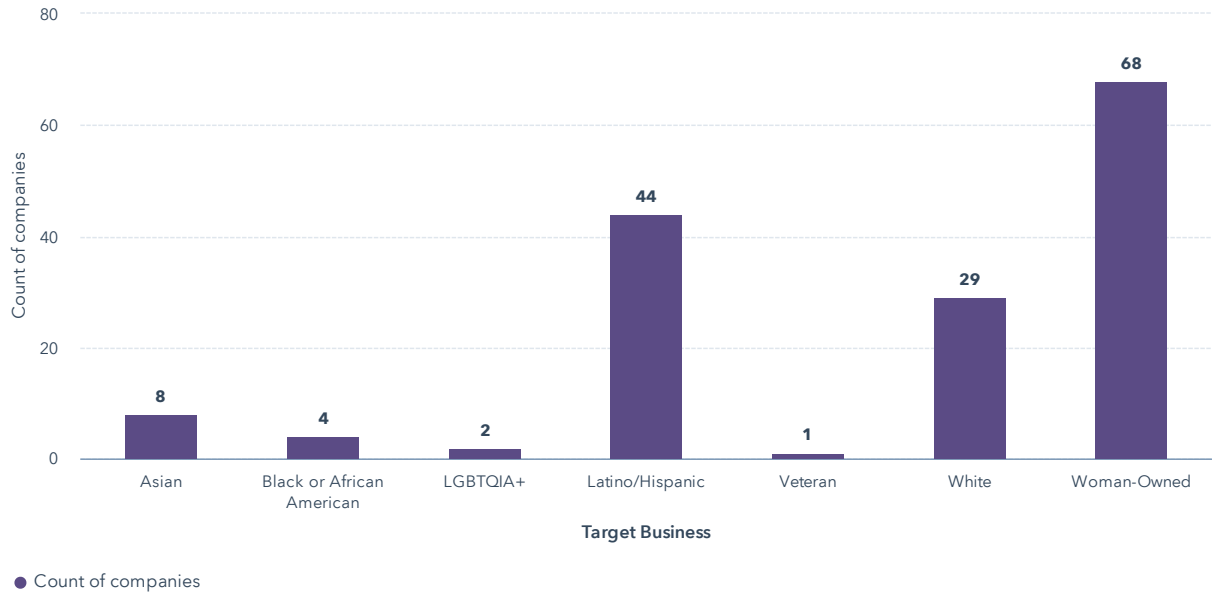
1 2 3 4 5 Outside of Sonoma County Unknown



## Business Industry



## Business Demographics



## LGTBQIA+

TARGET BUSINESS ▾	COUNT OF COMPANIES ⓘ ▾
Latino/Hispanic	1
LGTBQIA+	2
<b>Report Total</b>	<b>2</b>

## Woman-Owned

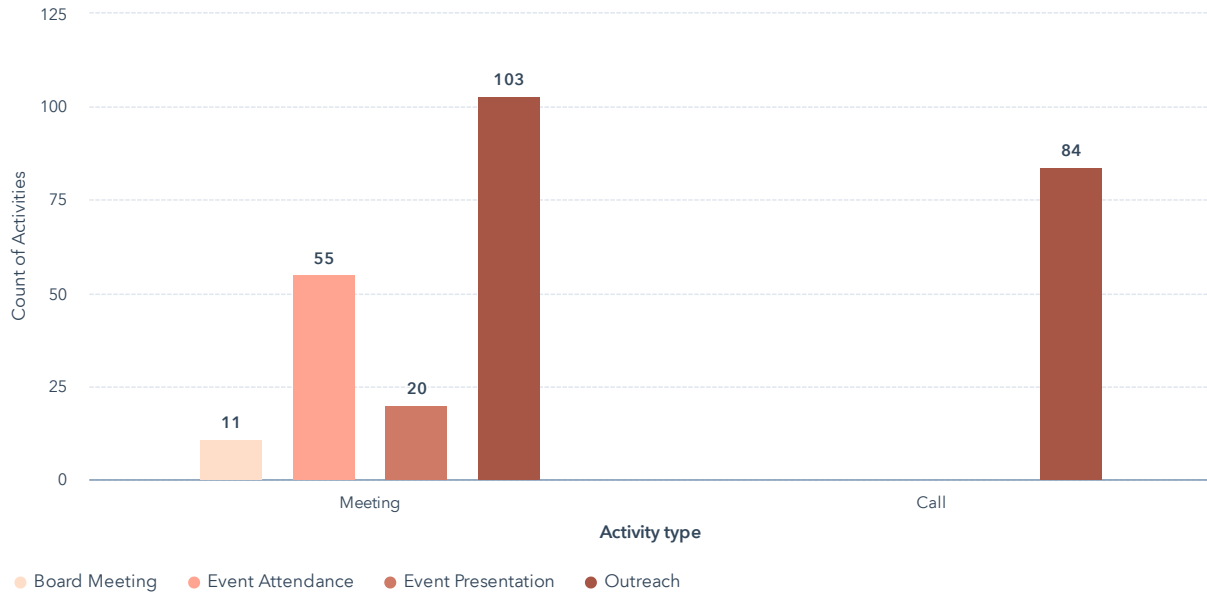
TARGET BUSINESS 	COUNT OF COMPANIES  
Woman-Owned	68
White	2
Latino/Hispanic	8
Black or African American	2
Asian	2
<b>Report Total</b>	<b>68</b>

## Veteran

TARGET BUSINESS ▾	COUNT OF COMPANIES ⓘ ▾
Veteran	1
<b>Report Total</b>	<b>1</b>

# Business Community Outreach and Engagement

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



## Total Email Campaigns

COUNT OF MARKETING EMAILS

94



# Email Activity Detail

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

EMAIL	SENT <span>▲▼</span>	OPEN RATE <span>▲▼</span>	CLICK RATE <span>▲▼</span>	THR
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%	
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%	
Arts Education Alliance Newsletter Sept 2021	414	40.88%	4.62%	

## Total Marketing Contacts

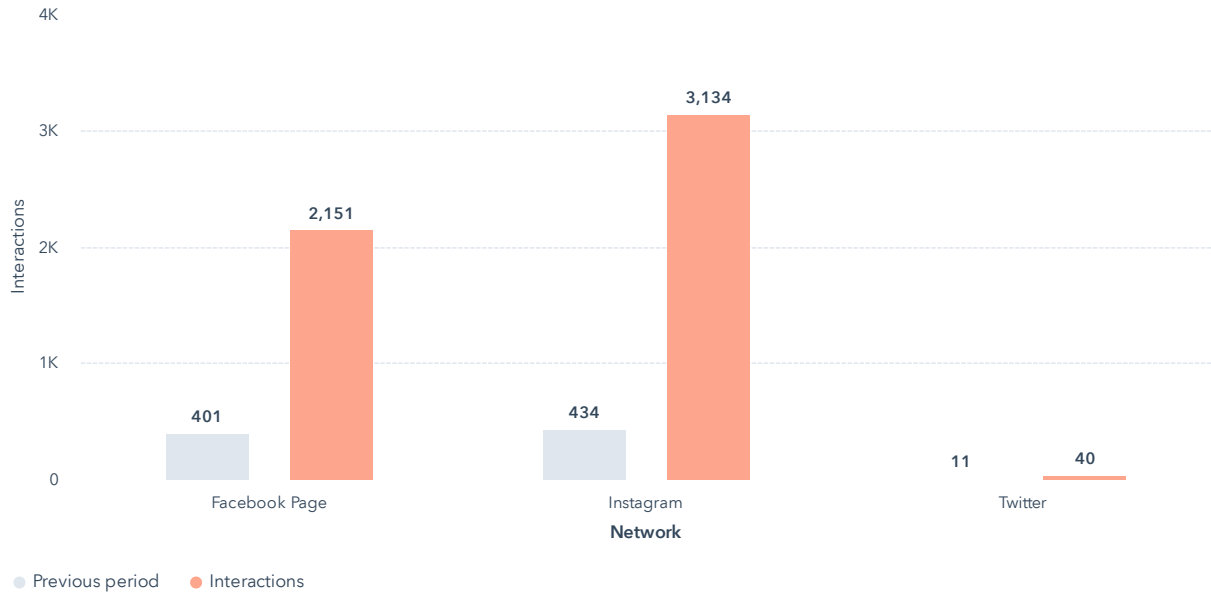
Date range: All time

COUNT OF CONTACTS

15,785

# Social Media Engagement

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



Some reports may not print in full. Please visit your dashboard to view the complete data set.