



# Economic Development Board Meeting Book

Wednesday, May 25, 2022

8:00am - 9:00am

Join via Zoom: [https://us02web.zoom.us/j/86460244036?  
pwd=OUxEWTd6Njd2SjJ3dWd5TjBpazVzZz09](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. Meeting Minutes Dated, April 27, 2022
- III. POLICY/PROGRAM UPDATES
  - A. Board Feedback/Questions on Information Items
    - i. Executive Director Update
    - ii. Creative Sonoma
    - iii. Team Overview & Business Assistance
  - B. Governance Ad Hoc Documents  
Board Member Description & Mission Statement that were created by the Governance Ad Hoc
- IV. BOARD BUSINESS
  - A. Guest Speaker: Zach Kushel, Founder, Marin Sonoma Impact Ventures
  - 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. 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, June 22, 2022

# Economic Development Board

Wednesday, April 27, 2022

## I. CALL TO ORDER/ ROLL CALL

Wayne Leach called to order the Economic Development Board (EDB) meeting at 8:10 a.m.

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

The following EDB staff members were present: Ethan Brown, Kristen Madsen, Rebekah Heinze, Aleena Decker, Bradley Johnson, Calvin Sandeen, Patricia Andrews, Marcos Suarez

## II. ACTION ITEMS

### A. Meeting Minutes- March 23, 2022 were approved

Motion: Michael Nicholls Second: Jordan Kivelstadt

Motion Passes

### B. Resolution Recognizing Pam Chanter's 19 years of service to the Economic Development Board

Wayne read the resolution, "IN APPRECIATION AND RECOGNITION OF THE INVALUABLE CONTRIBUTION OF PAM CHANTER, MEMBER OF THE SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD 2003 - 2022 WHEREAS, THE Board of Supervisors is committed to promoting Sonoma County as a business-friendly area to help maintain a sound and healthy local economy; and WHEREAS, Pam Chanter was appointed by Supervisor Valerie Brown to serve on the Sonoma County Economic Development Board on March 11, 2003 and has recently separated from the Board; and WHEREAS, the Board wishes to recognize Pam Chanter for her exceptional service, leadership, and dedication to the Economic Development Board over the past 19 years ; and WHEREAS, as a Member of the Sonoma County Economic Development Board, Pam Chanter has helped to lead the organization, development, and operation of a number of very successful projects to improve Sonoma County's business climate, including the EDB expansion to provide direct business services, the NExT Economy Project, formation of the Sonoma Mendocino Economic Development District, Strategic Sonoma, and many more; and WHEREAS, Pam Chanter has donated her time and expertise in great quantities over the last nineteen years, for the greater good of Sonoma County and its business community; and NOW, Therefore, Be It Resolved that the Sonoma County Economic Development Board Members express their profound gratitude, respect and sincere appreciation to Pam Chanter for her service as a member of the Sonoma County Economic Development Board from 2003 to 2022".



#### 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

Linda K: suggests that we take action today, but requests that we invite Pam Chanter back to a virtual meeting to express gratitude.

Ethan will provide an informational update on ideas to invite Pam back at the next Board meeting.

Motion: Linda Kachiu Second: Jorge Alcazar

Motion Passes

### C. Dissolution of Governance Ad Hoc

Ethan reported that there is no formal report out for this ad hoc at this time. However, the EDB has been advised to dissolve this ad hoc committee at this meeting because ad hoc committees can not have a lifespan of more than one year.

Wayne suggested that the board be provided a copy of the work (PDF) produced by the ad hoc at the next meeting. Wayne called for a motion to dissolve the ad hoc.

Motion: Jordan Kivelstadt Second: Richard Marzo

## III. POLICY/PROGRAM UPDATES

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

#### i. Executive Director Update

Ethan reported that he had his second meeting with the Board of Supervisors ad hoc and it is going very well. The EDB also has two ARPA proposals in place right now; one proposal focuses on access to capital for businesses affected by the pandemic, and the other proposal focuses on premium pay.

#### ii. Creative Sonoma

Kristen provided an announcement that the grant committee will meet today (April 27<sup>th</sup>) to finalize recommendations on their Arts and Equity Fellowship grants.

## IV. BOARD BUSINESS

### A. Guest Speaker: Ananda Sweet, Workforce Investment Board and Santa Rosa Metro Chamber

Patti introduced Ananda and her collaboration on the childcare apprenticeship program.

Ananda Sweet presents on behalf of Our Kids Our Future (501c4):

- Sonoma County's Early Childhood Landscape: Severe shortage of childcare, most providers earn low wages, childcare is unaffordable for most working parents, increased rates of child abuse, only 51% of kinder are ready to succeed, local funding streams are declining.



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ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

- Our Kids Our Future: New non-profit organization, providing organizational backbone to advance policy solutions that prioritize the needs of children and families, made of cross sector leaders, caregivers, parents, and other concerned community members.
- Sonoma County Child Care and Children’s Health Initiative: November 2022 County Ballot, Voter-led effort to collect signatures, qualify and campaign for measure, requires a simple majority of voter support to pass, polling demonstrated strong feasibility, measure will raise approximately \$22 million annually, funds will be used to expand access to high quality childcare and early learning, promote the health and wellness of children, under five years of age, especially those impacted by homelessness and other trauma.
- Expand Sonoma county’s Child Care and Early Educator Workforce: Bolster wages for the lowest paid providers, create incentives and supports for workforce development and retention.
- Develop Child Care Facilities Where Parents Live and Work: Ensure existing facilities are maintained and safe, integrate child care and early learning facilities where parents live and work.
- Expanding Early Childhood and Perinatal Mental Health Support: 90% of brain development by age 5, supports for mental health and well-being for pregnancy and post-partum, nurturing and secure relationships are crucial for achieving optimal early childhood developmental milestones.
- Prioritize Children Impacted by Homelessness and Other Traumas
- Ananda provided a Current and Future Workforce Impact summary around this project.

Question from Richard Marzo: The goal for the campaign is \$600,000; is that correct? Also, how close are you to getting this project off the ground?

Ananda: That is correct, and we will be able to launch by the November Ballot

Jordan Kivelstadt: May you share contact information?

Ananda: Absolutely, I will put it in the chat.

## **B. Board reports on district updates and challenges**

Jordan requested that if the board has any experience with Cal Trans or Transportation and public works around land rights.

Wayne provided an update that him and Richard met with Ethan in Petaluma and encouraged staff to collaborate with Board Members as they work in different areas around the county. Wayne also expressed how pleased he was with the outcome of the Climate and Sustainability event.



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 ETHAN BROWN, EDB INTERIM EXECUTIVE DIRECTOR

**C. Action Items for next meeting**

**V. NEXT SCHEDULED MEETING**

**Wednesday, May 25, 2022**

**VI. ADJOURNMENT**

Motion: Michael Nicholls Second: Jordan Kivelstadt

Wayne Leach adjourned the meeting at 8:55 a.m.



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

# Executive Director Update

## May 2022

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

Staff is currently working to define a clear process for moving forward. This involves a current collaboration with Jim Mayer of California Forward in helping to develop a framework for community and stakeholder engagement to define vision, role and gain consensus on collective, multi-jurisdictional economic development approaches to countywide issues. It also includes an internal focus on how the EDB could potentially become a better integrated partner (with other County departments) in adaptive reuse projects, planning, policy and other areas.

### **ARPA Proposals**

As previously reported, the EDB collaborated on two ARPA proposals. One was recommended for approval by the Board of Supervisors – a 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 recommended grant amount was \$6.4 million, which represents roughly half of the original request. In response, staff from the named organizations above worked together to decrease their requests, and modify programming and scope as needed. Staff from the Metro Chamber worked with the other chambers and community organizations to decrease their requests as well. This was a very tall order, given a requested turnaround from the County of roughly one week. Assuming the grant is approved by the Board of Supervisors on May 25th, the EDB will receive \$300,000, which is targeted to expand the capacity of its Business Diversity Program, while continuing/strengthening the valuable partnerships that have always improved reach and access.

The second proposal, a partnership with United Way of Wine Country, which was designed to provide premium pay for essential workers, was not approved. This grant would have provided roughly \$4 – 4.5 million in the form of \$1,500 grants to workers in essential industries.

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

Currently, a number of provisions regarding virtual public meetings are suspended under AB 361, signed into law by the Governor in September 2021. AB 361 allows that such meetings may take place virtually and without noticing the location, or making such location accessible by the public. The provisions are triggered and only applicable under a proclaimed state-declared emergency.

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

### May 2022

#### Grantmaking

ArtSurround. We have approved the participation of 27 artists in our ArtSurround project, a creative placemaking initiative to fund temporary public art projects around the county. They will be connected with approximately 20 Advocates (municipal and private entities who will host new artwork) at a 2 ½ day training session from June 18-20 in Santa Rosa. The training is being provided by nationally recognized Springboard for the Arts, based in St. Paul, Minnesota. Artist and Advocates will be paired in late June/early July and will work together to develop their project plan. Projects will be undertaken between July and December 2022.

Arts & Cultural Equity Fellowships. Six individual artists and culture workers have been selected as the first class of Arts & Cultural Equity Fellows. These fellows will receive grants for new work, trainings on topics that they collectively agree are of interest and need, and stipends to attend the trainings to defray other costs (missed work time, child care, etc.). Although it was not a requirement, each of the 5 county supervisorial districts will be represented by at least one Fellow. This work is being advised by local DEI consultant Nikko Kimzin and being managed by staff member Samantha Kimpel.

#### Arts Education

Our “State of Arts Education” convening, produced in conjunction with the Arts Education Alliance, will occur on May 26<sup>th</sup> at the Sonoma County Office of Education. We currently have nearly 100 registrants representing schools, districts, schools boards, artists, and arts organizations. The half-day session will include panel discussions, arts presentations from students, and the centerpiece is a forum among the candidates for the County School Superintendent.



# Total Businesses Served FY22

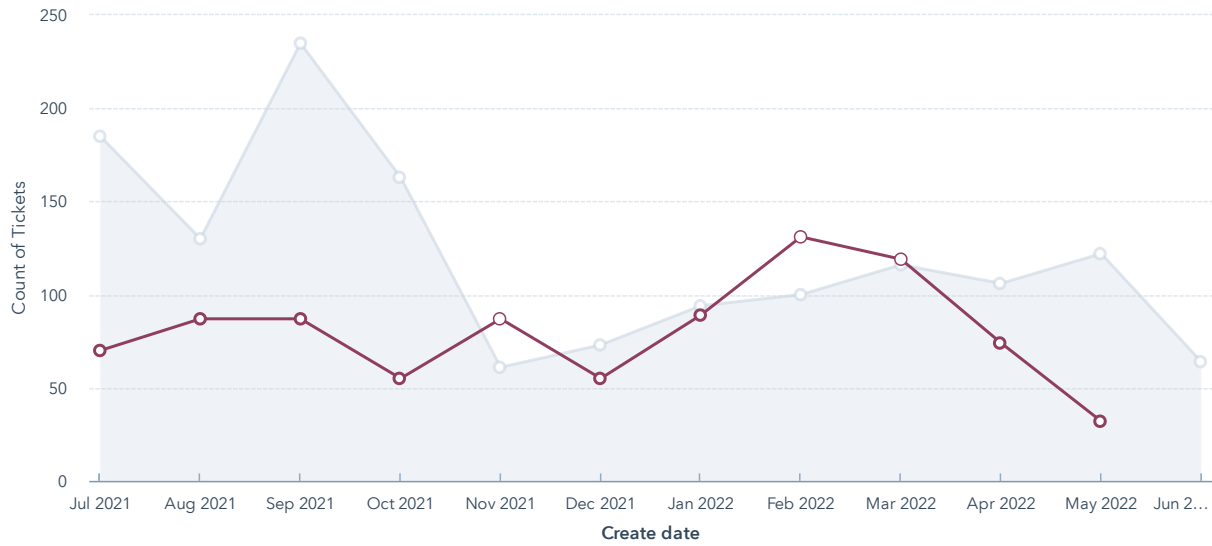
Date range: From 7/1/2021 to 6/30/2022

COUNT OF TICKETS

886

## Total Businesses Served (YOY)

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



● Last year ● Count of Tickets

## Business Assist Detail

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

<p>ATTRACTION</p> <p>4</p> <p>No change</p>	<p>CONSULTING</p> <p>87</p> <p>▲ 128.95%</p>	<p>DATA REQUEST</p> <p>71</p> <p>▲ 255%</p>	<p>DISASTER</p> <p>99</p> <p>▼ 85.27%</p>
<p>FILM OFFICE</p> <p>71</p> <p>▲ 373.33%</p>	<p>FINANCING</p> <p>81</p> <p>▼ 33.06%</p>	<p>MARKET RESEARCH</p> <p>40</p> <p>▼ 65.52%</p>	<p>MEDIA</p> <p>1</p>
<p>RELOCATION/SITE SELECTION</p> <p>13</p> <p>▲ 30%</p>	<p>RETENTION/EXPANSION</p> <p>18</p> <p>▼ 5.26%</p>	<p>START UP</p> <p>220</p> <p>▼ 17.6%</p>	<p>TECHNICAL ASSISTANCE</p> <p>212</p> <p>▲ 21.14%</p>
<p>WORKFORCE ASSISTANCE</p> <p>22</p> <p>▲ 46.67%</p>	<p>WORKSHOP/TRAINING</p> <p>26</p> <p>▼ 44.68%</p>		

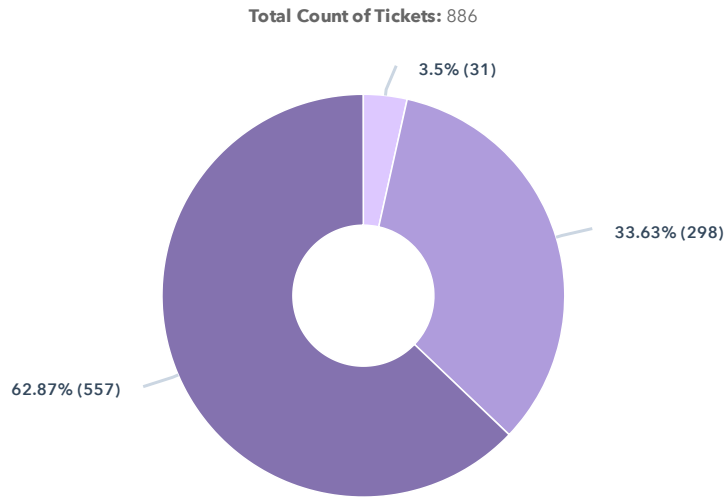
## Business Assist Activities

TICKET ID	ACTIVITY DATE - DAILY	ASSIST TYPE	ACTIVITY TYPE
Start-Up: THTR (new theatre company) (914512181)	6/6/2022	Technical Assistance	Meeting

## Business Type

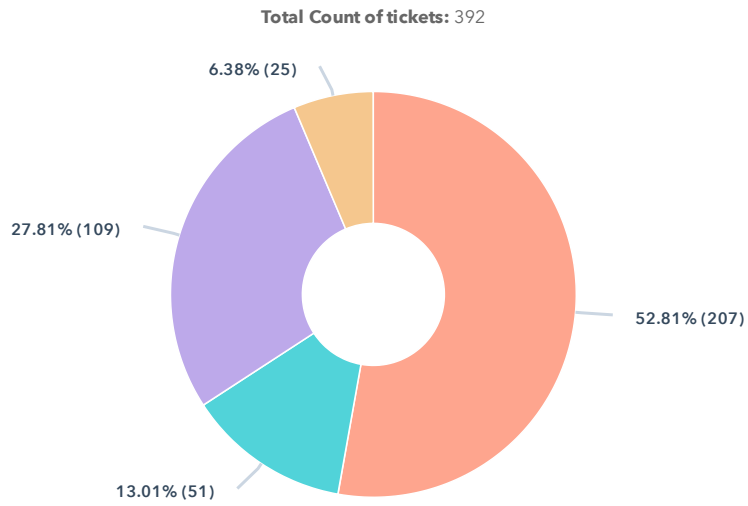
Date range: From 7/1/2021 to 6/30/2022

(No value) New Existing



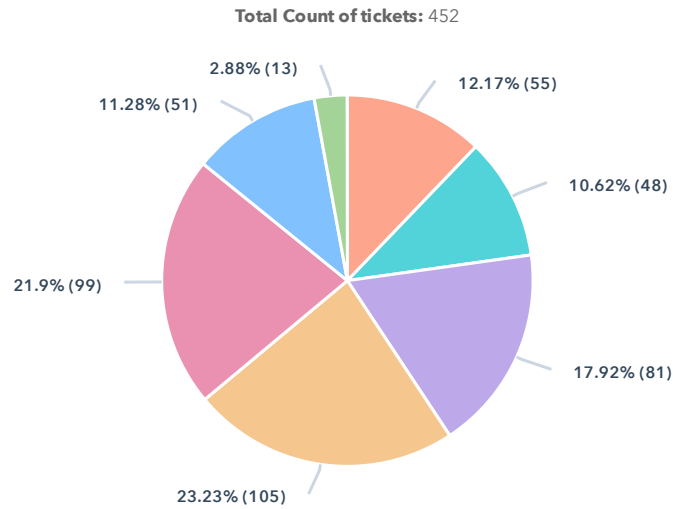
## Business Location

Incorporated Outside of Sonoma County Unincorporated Unknown

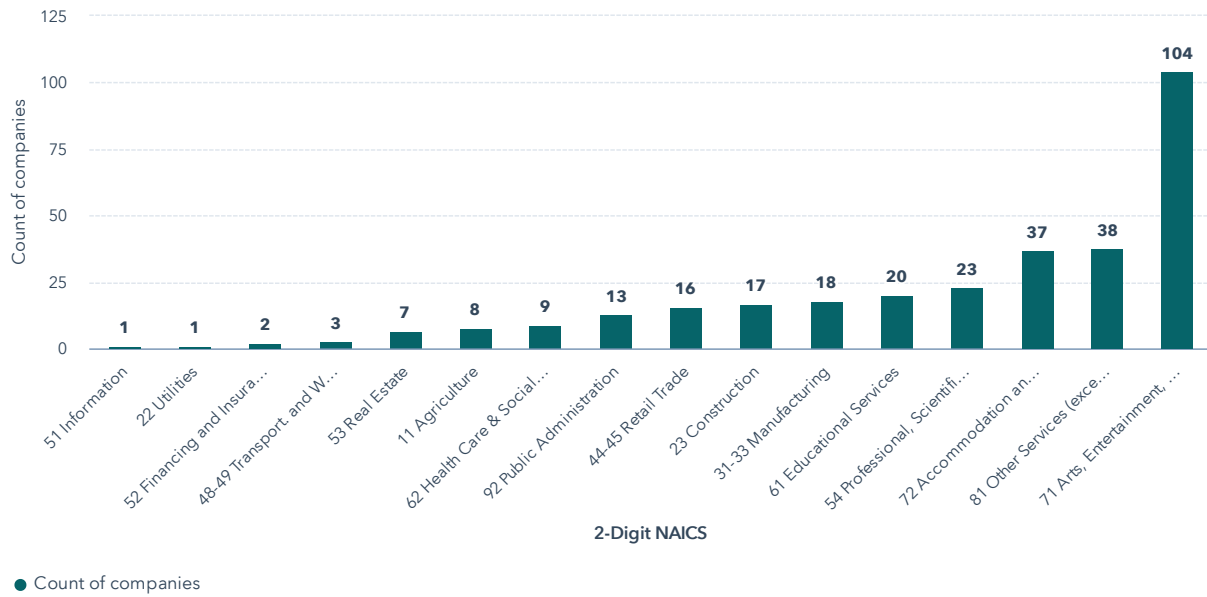


## Business Location x Supervisor District

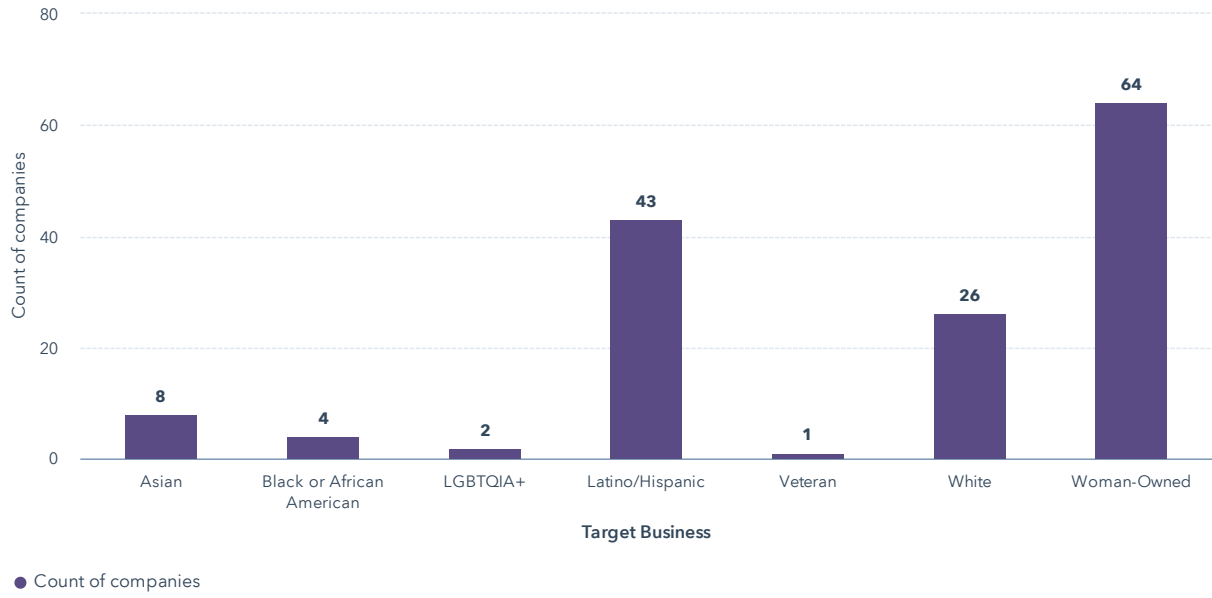
● 1 
 ● 2 
 ● 3 
 ● 4 
 ● 5 
 ● Outside of Sonoma County 
 ● Unknown



## Business Industry






## Business Demographics






### LGBTQIA+

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

## Woman-Owned

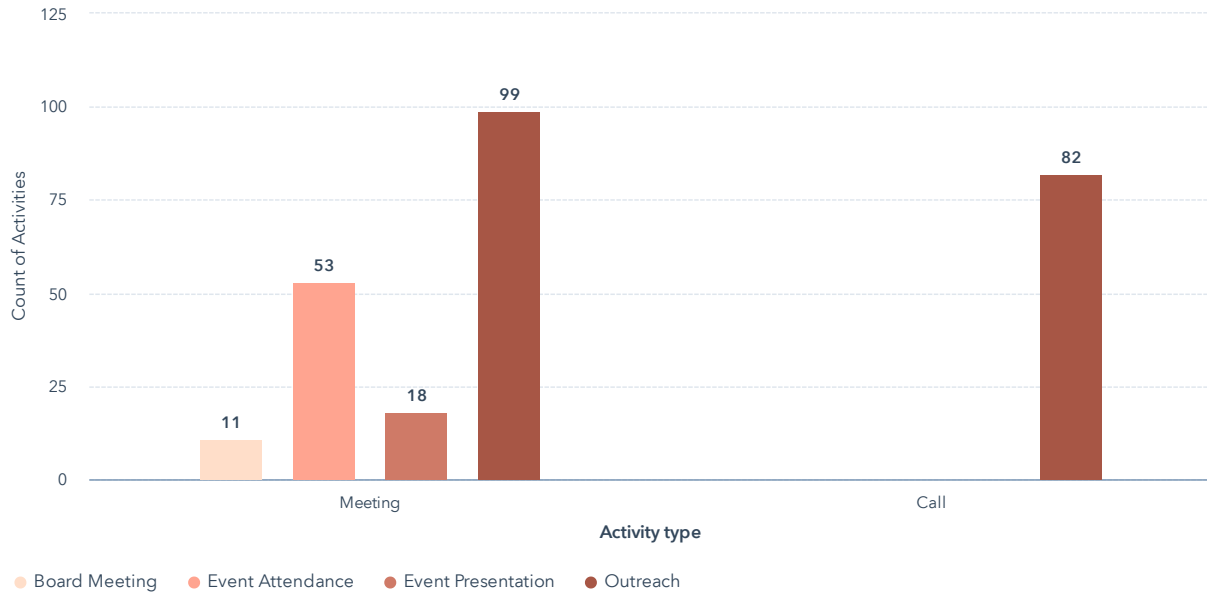
TARGET BUSINESS 	COUNT OF COMPANIES  
Woman-Owned	64
White	1
Latino/Hispanic	7
Black or African American	2
Asian	2
<b>Report Total</b>	<b>64</b>

## 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

90

## Email Activity Detail

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

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	U
<a href="#">Employer Roundtables (Clone)</a>	1	100%	100%	100%	
<a href="#">Workshops November 2021 (Clone)</a>	519	68.4%	2.7%	3.94%	
<a href="#">Employer Roundtables 2</a>	620	66.13%	0.65%	0.98%	
<a href="#">CEDS Survey (Clone)</a>	416	60.72%	4.1%	6.75%	
<a href="#">RW 2022 Updates 2</a>	82	59.76%	20.73%	34.69%	
<a href="#">Demystifying COVID-19 Resources tomorrow</a>	593	58.35%	0.68%	1.16%	
<a href="#">RW 2022 Updates</a>	59	57.63%	23.73%	41.18%	
<a href="#">Community Think Tank (Clone) (Clone)</a>	639	57.28%	1.25%	2.19%	

## Total Marketing Contacts

Date range: All time

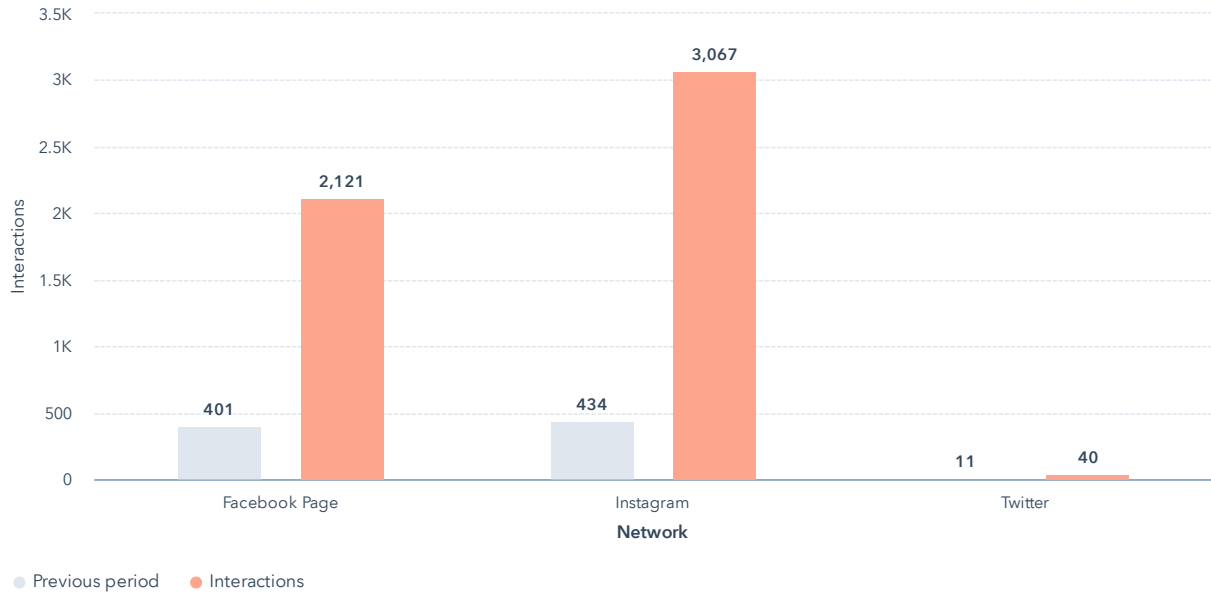
COUNT OF CONTACTS

15,419



# 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.



**BOARD MEMBER POSITION DESCRIPTION**

**TITLE:** Member of the Economic Development Board/Foundation (EDB/EDBF)

**GENERAL FUNCTION:** Provide policy assistance to the Board in accordance with the Board’s mission, charge, and by-laws.

**SPECIFIC RESPONSIBILITIES:**

- Attend the monthly meeting of the Board.
- Become involved in the Board’s special events and projects as participant (e.g., workshops, presentations and the like).
- Be an ambassador for Sonoma County and the EDB to the business community
- Suggest programs and policies to guide the services of the EDB; delegate department management to the EDB Director.
- Review, improve, and adopt the EDB’s annual Work Program.
- Guide the EDB Director in her/his work.
- Provide for the Board’s continuous self-evaluation and renewal.
- Contribute ideas and suggestions to the best of one’s ability.
- Provide updates to the appointing Supervisor on EDB progress; welcome Supervisorial suggestions for EDB projects.
- An EDB Board Member carries an advisory role to the EDB.
- As an EDBF Board Member, there is a fiscal responsibility for the allocation and maintenance of the EDB Foundation funds.

**TIME COMMITMENT:**

- Attend monthly Board meetings and periodic planning sessions (1½ hours per month).
- Attend periodic special project/sub-committee meetings (5 hours per year).

**TRAINING:**

- Become familiar with the EDB mission, policies and procedures.
- Receive new Board member orientation from EDB Director.

**TERM OF OFFICE:** Service is at the pleasure of the appointing Supervisor

BOARD OF DIRECTORS	KATHRYN HECHT, CHAIR - JORGE ALCAZAR SKIP BRAND - PAM CHANTER - TERRI DENTE LINDA KACHIU - WAYNE LEACH MICHAEL NICHOLLS - JORDAN KIVELSTADT RICHARD MARZO SHEBA PERSON-WHITLEY, EXECUTIVE DIRECTOR	707.565.7170	<a href="http://WWW.SONOMAEDB.ORG">WWW.SONOMAEDB.ORG</a>	
	141 STONY CIRCLE, STE 110   SANTA ROSA, CA 95401			



## MISSION STATEMENT



The mission of the Sonoma County Economic Development Board is to foster a healthy business climate and economy by:

- Encouraging the start-up, expansion and retention of businesses in Sonoma County;
- Assisting in the formation of private/public partnerships that encourage economic vitality;
- “Incubating” and then spinning-off business assistance/development programs;
- Referring customers with questions to appropriate information sources.

The staff of the Economic Development Board will accomplish this mission by continuously anticipating and responding to emerging customer needs with a level of service that meets and exceeds customer expectations.

### Funding/Advocacy Requests

Within the context of the EDB’s mission and budget, the EDB is generally not able to provide/deny funding and/or funding advocacy/opposition for requests from funding applicants. The EDB will consider mutually beneficial partnering opportunities with various groups on projects where revenues can be shared appropriately.

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		141 STONY CIRCLE, STE 110   SANTA ROSA, CA 95401				