



**Sonoma Mendocino Economic Development District
Board of Directors Meeting - Friday, October 20, 2023, at 1:00 pm PST**

Remote Attendance Link:

<https://us06web.zoom.us/j/82922778261>

In Person Meeting Locations:

West Business Development Center - (707) 964-7571
345 N Franklin Street, **Fort Bragg**, CA 95437

and

West Business Development Center (707) 964-7571
185 East Church Street, **Ukiah**, CA 95482

and

Sonoma County Economic Development Board - (707) 565-7170
141 Stony Circle, Suite 110, **Santa Rosa**, CA 95401



AGENDA

Sonoma Mendocino Economic Development District Board of Directors Meeting - Friday, October 20, 2023, at 1:00 pm PST

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and

Sonoma County Economic Development Board - (707) 565-7170
141 Stony Circle, Suite 110, Santa Rosa, CA 95401

CALL TO ORDER by Robin Bartholow, Chairperson

Item 1 Swearing In of New Board Appointments made to the SMEDD Board of Directors by the Mendocino County Board of Supervisors at their Regular Meeting of October 17, 2023

p.5

ROLL CALL by Norma Alley

- Chairperson Robin Bartholow
- Vice Chairperson Paul Garza
- Board Member Lisa Badenfort
- Board Member Tim Karas
- Board Member Jeff Kelly
- Board Member Jim Mayfield
- Board Member Mary Anne Petrillo

AGENDA CHANGES AND DELETIONS - To Current Agenda Only

APPROVAL OF THE AGENDA

PUBLIC COMMENT - Open time for Public Expression

Time reserved for members of the public to speak on matters not otherwise appearing on the agenda.

CEREMONIAL MATTER FOR CONSIDERATION - Action Item

Presentation

Item 2 Proclamation recognizing Jon Frech for his service as a Member of the Board of Directors of the Sonoma Mendocino Economic Development District during the period February 25, 2020, to September 26, 2023

p. 7

CONSENT CALENDAR

Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Unless otherwise requested by a Board Member, there will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Calendar and will be considered separately.

There will be one opportunity for public comment on all consent items. Comments are limited to 3 minutes each, and the Chairperson may limit this time if reasonable under the circumstances.

Item 3 Approval of Check Register as of September 30, 2023 **p. 9**

Item 4 Approval of Minutes for Board Meeting of July 26, 2023 **p. 10**

MATTERS FOR CONSIDERATION - Action Items

Item 5 Update on Status of the Recruitment and Appointment of a new SMEDD Board Member from the County of Sonoma, and Discussion and Consideration of Recruitment and Appointment of a new SMEDD Board Member to the At-Large Seat Appointed by the SMEDD Board **p. 12**

Item 6 Review and Approval of Narrative Report for the U.S. Economic Development Administration's Planning Grant No. ED22SEA3020033 **p. 15**

Item 7 Review and Approval of Narrative Report for the U.S. Economic Development Administration's Supplemental Grant No. ED20SEA3070045 **p. 24**

Item 8 Review and File Budget-to-Actual Report for EDA Planning Grant and EDA Supplemental Grant **p. 31**

Item 9 Adopt Resolution Authorizing Amendment #2 of an Agreement with Regional Government Services

DISTRICT MANAGER'S REPORT

UPDATES

- Business Friendly Communities Status Report: the Business Friendly Communities Survey Tool for City and County Distribution **Webinar delivered: 9/28/23**
<https://www.smedd.org/business-friendly-check-up-webinar>
- National Oceanic and Atmospheric Administration Office for Coastal Management's Climate Resilience Regional Challenge Grant Program Letter of Intent Submittal. **Declined 10/13/23**
- FY 23-24 Comprehensive Economic Development Strategy Update Process Report
 - Jobs First coordination
 - Full SMEDD Board seated
 - Aiming for Goal 1 Workshop in Q4 2023

Letters of Support

Issued:

- Regenerative Forest Solutions, Woody FeedStock Pilot Project, CalFire, Submitted 9/27/2023
- Regenerative Forest Solutions, Woody FeedStock Pilot Project, Bay Area Council, Submitted 9/27/2023
- Regenerative Forest Solutions, Woody FeedStock Pilot Project, USDA Forest Service, Submitted 8/9/2023
- Mendocino Forest Products, CalFire Biomass-to-Hydrogen Grant Application, Submitted 9/15/2023
- West Business Development Center, CalOSBA Blue Economy iHub, Submitted 8/31/2023
- Regenerative Forest Solutions, NCRP Woody FeedStock Pilot Project, USDA Forest Service, Submitted 8/9/2023
- Sonoma County Meat Company, USDA Local Meat Capacity grant, Submitted 6/21/2023
- Noyo Harbor 4/24/23

EDA Supplemental Work Plan Status & Budget Update

- Work Plan Almost Complete; Final Report in November; Now Operating on Planning Grant Budget
 - EDA Supplemental Grant extension was granted to June 30, 2024

- Estimated EDA Planning Grant and Supplemental Grant Funds Remaining

FUNDING OPPORTUNITIES

- Jobs First Catalyst Funds
- ARCHES Award

BOARD MEMBER REPORTS OR COMMENTS

Time reserved for members of the Board to report on AdHoc Committee activities and to speak on matters not otherwise appearing on the agenda. No Actions.

UPCOMING EVENTS THAT MAY BE OF INTEREST - *not necessarily SMEDD connected*

November 16-17, 2023 Forest Innovation Summit, SF <https://www.forestinnovationsummit.com/>

ADJOURNMENT by Robin Batholow, Chairperson

For a copy of Board Packet materials, please visit smedd.org or email Abigail Scott (abigail@smedd.org).



**OATH OF OFFICE
FOR PUBLIC OFFICERS AND EMPLOYEES**
(State Constitution Art. XX, Sec. 3 as amended)

STATE OF CALIFORNIA)
County of Mendocino)

I, **Tim Karas**, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic; that I will bear true faith and allegiance to the Constitution of the United States and the Constitution of the State of California; that I will take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter.

**Member of the Board of Directors of the
Sonoma Mendocino Economic Development District**

Position or Job Title - Name of Office

Signature_____

Address_____

Subscribed and sworn to before me this 20th day of October, 2023.

NORMA ALLEY,
Clerk of the Board
Sonoma Mendocino Economic Development Department



**OATH OF OFFICE
FOR PUBLIC OFFICERS AND EMPLOYEES**
(State Constitution Art. XX, Sec. 3 as amended)

STATE OF CALIFORNIA)
County of Mendocino)

I, **Jim Mayfield**, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic; that I will bear true faith and allegiance to the Constitution of the United States and the Constitution of the State of California; that I will take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter.

**Member of the Board of Directors of the
Sonoma Mendocino Economic Development District**

Position or Job Title - Name of Office

Signature_____

Address_____

Subscribed and sworn to before me this 20th day of October, 2023.

NORMA ALLEY,
Clerk of the Board
Sonoma Mendocino Economic Development Department

[SONOMA MENDOCINO ECONOMIC DEVELOPMENT DISTRICT BOARD PROCLAMATION]

Acknowledging Black Oak Coffee Owner and Outgoing SMEDD Board Member Jon Frech

WHEREAS, the Sonoma Mendocino Economic Development District (SMEDD) has had the privilege of benefiting from the dedication and service of Board Member Jon Frech for over three years, from February 25, 2020 to September 26, 2023;

WHEREAS, Jon Frech has been a stalwart advocate for the economic interests of the SMEDD region, consistently demonstrating unwavering commitment and dedication to the prosperity and well-being of our community;

WHEREAS, Jon Frech's service on the SMEDD Board has been marked by his invaluable contributions, particularly in providing a crucial small business community perspective, which has been instrumental in shaping our economic development initiatives and strategies;

WHEREAS, Jon Frech's vision and leadership have played a pivotal role in supporting the appropriate agency restructuring process within the district, ensuring that the resources and efforts of SMEDD are effectively utilized to foster economic growth, job creation, and sustainable development;

WHEREAS, Jon Frech's contributions extend beyond the boardroom, as he has also demonstrated a unique talent for hospitality by delivering excellent Black Oak coffee and crumpets to the region's residents, workforce, and visitors alike, thereby enhancing the quality of life for all who call the SMEDD region home;

NOW, THEREFORE, BE IT RESOLVED, that the Sonoma Mendocino Economic Development District Board hereby acknowledges and expresses its deepest gratitude to Jon Frech for his dedication and tireless service to the district and its communities;

BE IT FURTHER RESOLVED, that the SMEDD Board commends Jon Frech for his substantial contributions in promoting economic development, his commitment to small businesses, his support for the agency restructuring process, and his ability to provide comfort and delight through coffee and crumpets;

BE IT FINALLY RESOLVED, that this proclamation be officially adopted and presented to Jon Frech in recognition of his outstanding service to the Sonoma Mendocino Economic Development District, and that he carries our deepest appreciation and best wishes for all his future endeavors.

DATED this 20th day of October, 2023.

Robin Bartholow

Chairperson, Sonoma Mendocino Economic Development District Board

Attested by:

Joshua Metz
District Manager, Sonoma Mendocino Economic Development District

DRAFT



SONOMA MENDOCINO ECONOMIC DEVELOPMENT DISTRICT
Check Register
Checks Issued Through September 30, 2023

Transmittal on October 20, 2023, to the Board of Directors at their Board Meeting

Check No.	Amount	Check Date	Paid to (Payee)	Description
1300	\$2,956.50	1/4/2023	William Adams; Johnson and Thomas LLC	Legal Services
1301	\$28,280.22	1/4/2023	US Dept of Commerce / NOAA	Reimbursement to Grantor (EDA) of unexpended Partnership Planning grant funds: Grant No. ED17SEA3020055; Period 7/1/2017 - 6/30/2022
1302	\$20.00	3/1/2023	Streamline	Web Service
1303	\$28,303.55	3/17/2023	County of Sonoma	Sonoma County staff reimbursement for services for Partnership Planning grant funds: Grant No. ED17SEA3020055; Period 7/1/2017 - 6/30/2022
1304	\$225.00	3/17/2023	Marie Jones Consulting	Provided CEDS Project Prioritization Services
1305	\$6,786.95	7/12/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects EDA Grant Projects December 2022
1306	\$8,426.75	7/12/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects January 2023
1307	\$10,000.00	8/11/2023	AgInnovations	Ag Innovation Hub Brainstorming Workshop 5.30.2023
1308	\$12,893.95	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects FEBRUARY 2023 Planning Grant
	\$29,172.25	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects FEBRUARY 2023 Supplemental Grant
1309	\$4,900.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MARCH 2023 Planning Grant
	\$38,390.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MARCH 2023 Supplemental Grant
1310	\$9,302.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects APRIL Planning Grant
	\$28,543.45	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects APRIL Supplemental Grant
1311	\$9,155.75	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MAY Planning Grant
	\$19,027.50	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MAY Supplemental Grant



**Sonoma Mendocino Economic Development District
Board of Directors Special Meeting
July 26, 2023, at 4:30 p.m.**

**Meeting was held virtually over Zoom and
In Person Meeting Locations:**

West Business Development Center - 345 North Franklin Street, **Fort Bragg**, CA 95437

and

Black Oak Coffee Roasters - 476 North State Street, **Ukiah**, CA 95482

and

Sonoma County Farm Bureau - 3589 Westwind Boulevard, **Santa Rosa**, CA 95403

and

Sonoma County Economic Development - 141 Stony Circle, Suite 110, **Santa Rosa**, CA 95401

CALL TO ORDER

Chair Bartholow called the meeting to order at 4:39 p.m.

ROLL CALL

Board Present: Robin Bartholow, Chair Lisa Badenfort
Jon Frech Paul Garza Jr., Vice Chair
Jeff Kelly

Board Absent: Mary Ann Petrillo

Board Vacancies: Three Seats

Also Present:

Joshua Metz, District Manager/Economic Development Advisor
Tracy Fuller, Fiscal Agent/Economic Development & Finance Advisor
Bradley Johnson, Business Strategy Analyst, Sonoma County Economic Development Board
Harrison Tregenza, Board Clerk

AGENDA CHANGES AND DELETIONS

There were no Agenda changes or deletions.

APPROVAL OF THE AGENDA

MOTION: Director Garza and seconded by Director Kelly to approve the Agenda. Motion was approved by a 5 Yes/0 No/1 Absent (Petrillo) roll call vote.

PUBLIC COMMENT

Chair Bartholow called for public comment. Seeing no one come forward, she closed public comment.

CONSENT CALENDAR

Item 1 Approval of Check Register as of June 30, 2023

Item 2 Receive and File the Business Friendly Communities Status Report and Approve the Business Friendly Communities Survey Tool for City and County Distribution

Item 3 Authorize the District Manager to Submit a Letter of Intent to the National Oceanic and Atmospheric Administration's Office for Coastal Management's Climate Resilience Regional Challenge Grant Program

Item 4 Approve the Draft FY 22-23 Comprehensive Economic Development Strategy Update and Performance Report and Authorize the District Manager to submit the Report to the Economic Development Administration

Item 5 Receive the FY 23-24 Annual Comprehensive Economic Development Strategy Process Status Report and Provide Direction As Needed

Item 6 Discuss and Consider Approving the SMEDD Team to Research and Develop a Scope of Work for a Biomass-to-Hydrogen Feasibility Study, Scope to be Provided to the Board for Consideration at a Future SMEDD Board Meeting.

MOTION: Director Kelly and seconded by Director Garza to approve the Consent Agenda. Motion was approved by a 5 Yes/0 No/1 Absent (Petrillo) roll call vote.

BOARD MEMBER REPORTS OR COMMENTS

There were no Board Member Reports.

UPCOMING EVENTS THAT MAY BE OF INTEREST

July 31 - August 2, 2023, The California Adaptation Forum, Sheraton Fairplex in Pomona, CA
September 21 & 22, 2023, The State of the Redwood Coast Region: Our Elemental Economy, the 3rd Annual Regional Economic Development Summit, in Ukiah, Mendocino County

There were no additional events announced.

ADJOURNMENT

Chair Bartholow adjourned the meeting at 2:34 p.m.

APPROVAL:

ATTEST:

Robin Bartholow, Chair of the Board

Norma I. Alley, MMC, Clerk of the Board



DATE: October 20, 2023

TO: Board of Directors

FROM: Brad Johnson, Sonoma County Economic Development Board, Management Analyst
Anna Macken, Mendocino County, Administrative Analyst
Tracy Fuller, RGS Senior Advisor, SMEDD Fiscal Agent

SUBJECT: Update on Status of the Recruitment and Appointment of a new SMEDD Board Member from the County of Sonoma, and Discussion and Consideration of Recruitment and Appointment of a new SMEDD Board Member to the At-Large Seat Appointed by the SMEDD Board

STATEMENT OF ISSUE:

The purpose of this item is to update the Sonoma Mendocino Economic Development District (SMEDD) Board of Directors on the status of Board recruitment efforts in Mendocino and Sonoma counties, provide an update on County processes, respective County reviews, and recommendations for prospective applicants to fill the vacant board positions.

FINANCIAL IMPACTS:

There are no anticipated financial impacts.

BACKGROUND:

The SMEDD Board is comprised of nine seats. Three of these seats have been vacant for several months. The recent resignation of Board Member Jon Frech in late September 2023, increased the vacancies to four out of the nine seats. Two of the vacant seats are seats to be appointed by the County of Mendocino; one vacant seat is to be appointed by the County of Sonoma; the remaining vacant seat is a singular At-Large seat to be appointed by the Board of Directors of the SMEDD.

The SMEDD Board has had one previously existing vacant Mendocino County seat, which increased to two vacant Mendocino County seats upon the resignation of Director Frech. At the September 26, 2023, SMEDD Board meeting, the SMEDD Board voted to create an ad hoc committee to review the applications and submit a recommendation to the Mendocino Board of Supervisors for the two vacant positions on the SMEDD Board. At their October 17, 2023 meeting, the Mendocino County Board of Supervisors approved the recommendations and appointed Tim Karas and James Mayfield to serve on the SMEDD Board of Directors. The ad hoc committee did not specify which candidate should be

appointed to complete Jon Fresh's unexpired term. The following appointments and terms were approved by the Board of Supervisor:

- 1) James M. Mayfield, Director, was appointed to a term ending May 10, 2024
- 2) Dr. Timothy Karas, Director, was appointed to a term ending April 1, 2025

The Board of Supervisors of Mendocino County have filled the two open Mendocino County seats. This leaves two vacant Board seats on the Board of the SMEDD. The purpose of this item is to provide the Board with the opportunity to discuss and take action as may be appropriate to filling the one vacant SMEDD Board seat that must be appointed by the Sonoma County Board of Supervisors, and/or the final vacant Board seat is the At-Large seat that must be appointed by the SMEDD Board of Directors.

DISCUSSION:

Sonoma County has received three applications for the Sonoma County vacant seat. The Sonoma County Economic Development Board has reviewed these applications and is prepared to bring a recommendation to the Sonoma County Board of Supervisors at the November 28, 2023, County of Sonoma Board Meeting. The description of the candidates and the Sonoma County Economic Development Board's recommendation are below.

The Sonoma County Economic Development Board (EDB) has reviewed three applications for the vacant Sonoma County SMEDD Board seat. The first application is from a person who is a member of the City of Cloverdale City Council and is currently serving as Mayor of the City of Cloverdale. The second application was submitted by the current community development director for the City of Cotati. The third application is from a person who resides in western Sonoma County and is a member of the Lower Russian River Municipal Advisory Council who has extensive experience in project management and working in the technology industry. After review, it is the Sonoma County EDB's recommendation to the Sonoma County Board of Supervisors to appoint the latter of the aforementioned candidates to the SMEDD Board.

The SMEDD Board should discuss a process and timeline for recruiting and filling the final remaining vacant seat, which is the Board's only At-Large seat and the only seat appointed directly by the SMEDD Board. The Board may wish to personally recruit candidates, or have the SMEDD post the vacancy on the SMEDD web page, and use other available opportunities to publicize the vacancy and invite interested individuals to apply. An application could be based upon the existing forms used by the Counties. It could be publicized with an application deadline, as "open until filled"..

ALTERNATIVES:

- 1:** Approve the recommendation from the Sonoma County Economic Development Board for the Sonoma County Board of Supervisor' appointment to the vacant SMEDD Board seat; and Discuss and Consider Recruitment and Appointment of a new SMEDD Board Member to the At-Large Seat Appointed by the SMEDD Board. Provide Direction to the SMEDD General Manager if appropriate.
- 2:** Consider, *modify*, and approve the recommendation from the Sonoma County Economic Development Board for the Sonoma County Board of Supervisor' appointment to the vacant SMEDD Board seat; and Discuss and Consider Recruitment and Appointment of a new SMEDD Board Member to the At-Large Seat Appointed by the SMEDD Board.

3: Other approach(s) as may be developed after public comments and Board deliberations.

4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Approve the recommendation from the Sonoma County Economic Development Board for the Sonoma County Board of Supervisor' appointment to the vacant SMEDD Board seat.
- Discuss and Consider Recruitment and Appointment of a new SMEDD Board Member to the At-Large Seat Appointed by the SMEDD Board. Provide Direction to the SMEDD General Manager if appropriate.



DATE: October 20, 2023
TO: Board of Directors
FROM: Brad Johnson, Sonoma County Economic Development Board, Management Analyst
SUBJECT: Review and Approval of a Narrative Report for the U.S. Economic Development Administration's Planning Grant No. ED22SEA3020033

STATEMENT OF ISSUE:

The purpose of this item is to consider approving the submission of Sonoma Mendocino Economic Development District's planning grant update report to the U.S. Department of Commerce's Economic Development Administration covering the reporting period April 1, 2023, to September 30, 2023.

SUMMARY OF RECOMMENDED ACTION:

Approve submission of the planning grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

FINANCIAL IMPACTS:

There are no anticipated financial impacts.

BACKGROUND:

In accordance with the terms and conditions of the 2022-2025 planning grant awarded to SMEDD, the District must submit update reports twice per year. The first report covers the period October 1 through March 31, and the second report covers the period April 1 through September 30.

DISCUSSION:

The report contains seven components of major planning activities in which staff have engaged in during this period.

1. CEDS Update and Steering Committee
2. Dry Creek Rancheria Economic Development
3. Broadband Deployment Planning
4. People Places and Issues Outreach
5. Events
6. Letters of Support
7. CEDS Update Process Plan

ALTERNATIVES:

1: Approve submission of the planning grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

2: Consider, *modify*, and approve submission of the planning grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

3: Other approach(s) may be developed after public comments and Board deliberations.

4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Approve submission of the planning grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

Attachment

U.S. Economic Development Administration’s Planning Grant No. ED22SEA3020033 Update Report covering the period April 1, 2023, to September 30, 2023



CEDS IMPLEMENTATION STRATEGY PROGRESS REPORT

APRIL 1 - SEPTEMBER 30, 2023

Grant Award Number: ED22SEA3020033

Program Manager: Ethan Fogg

Grant Description

Organization: Sonoma Mendocino Economic Development District (SMEDD)

Address: Sonoma County Economic Development Board
141 Stony Circle, Suite 130
Santa Rosa, CA 95401

Phone: 707-565-6456

Report Prepared By: Bradley Johnson, Administrator

Project Title: Implementing the 2022 Sonoma Mendocino Comprehensive Economic Development Strategy.

Reporting Period: April 1, 2023 to September 30, 2023

Grant Amount: \$70,000 in federal funds and \$70,000 in matching funds in each fiscal year for 3 years, or \$140,000 x 3 = \$420,000. Total grant amount \$420,000 (2022-2025).

Total Federal Expenditures for Reporting Period: \$33,174.40

Table of Contents

CEDS Update and Steering Committee	3
Dry Creek Rancheria Economic Development	3
Broadband Deployment Planning	3
People Places and Issues Outreach	4
Events	6
Letters of Support	6
CEDS Update Process Plan	7

DRAFT

CEDS Update and Steering Committee

In August 2023, the Sonoma Mendocino Economic Development District management team convened available members of the CEDS strategy committee (roster below) to discuss the upcoming process for next year's CEDS update. The update process will be composed of four virtual workshops where CEDS project contacts and regional stakeholders will discuss progress on their listed projects, modifications to strategies, and new opportunities that align with the goals of the CEDS. Each workshop will directly correlate with one of the CEDS' goals: expanding value added sectors, supporting people, increasing equitable community wide prosperity, and resiliency.

Dry Creek Rancheria Economic Development

In January 2023, SMEDD staff met with David Smith-Ferri from Dry Creek Rancheria to discuss the development of the tribe's economic development strategy. The main topics of discussion were:

- 1) CEDS alignment
- 2) Resiliency strategy
- 3) Additional resources and plans

Staff provided information, technical assistance, and resources for the tribe to reference in their economic development and resiliency strategy. In addition to this planning coordination, two tribal projects listed in the CEDS were identified as priority projects.

In late August, we were informed that the Dry Creek Rancheria Board of Directors approved the new 5-year CEDS for the tribe.

Broadband Deployment Planning

Sonoma and Mendocino Counties have taken significant action to close the internet availability gap by directing staff to research options to expand broadband access. These efforts have been focused on infrastructure development and advancing utilization ("adoption") of existing resources, where barriers to connectivity are related to affordability rather than lack of infrastructure. The Board's actions parallel recent state and federal grant programs that fund and facilitate broadband planning, infrastructure, and adoption.

In the fall of 2022 the County of Sonoma and Mendocino, entered into partnership with [Golden State Connect Authority](#), applied for and each received a ~\$500,000 grant from the California Public Utilities Commission's [Local Agency Technical Assistance](#) grant program. The funding is planned to provide a refined *high-level* broadband network design for unincorporated areas with little or no internet service and *low-level*, construction-ready design for priority areas. The engineering process is a two-step process: 1) the *high-level* general design typically maps out the route the fiber network will take, and 2) the *low-level* design typically shows the fiber to the curb, identifies infrastructure assets like pull boxes, and maps a clear outline for development. These funds will support both types of design. The scope of work for this grant program is anticipated to be completed within 18 months of the grant award (June 2024).

In July and August, Golden State Connect Authority delivered high-level engineering designs for project areas in both Sonoma and Mendocino Counties. Both Counties used the designs and corresponding metrics to select priority project areas to apply for [last mile funding](#) through the California Public Utilities Commission's Federal Funding Account award opportunity. In both counties, the project areas are located directly adjacent to the [state's planned middle mile network](#). The County of Mendocino's project area encompasses the coastal region off of state highway one. Sonoma County's selected projects are non-continuous and located in: Jenner, East Santa Rosa, East Cloverdale, and Walsh Landing. Sonoma and Mendocino Counties are working closely together to coordinate plans to expand service to unserved residents.

To further broadband accessibility and advanced adoption, the County of Sonoma has been awarded a \$300,000 grant from the [Federal Communications Commission](#) (FCC) [Affordable Connectivity Program](#) (ACP). The grant is intended to be used to drive awareness and enrollment in the largest broadband affordability program in the nation's history. Building upon current community partnerships, the FCC has issued grants to support partner organizations nationwide to serve as trusted community messengers about the ACP and to better equip agencies with the funding necessary to pursue innovative outreach strategies to effectively reach historically unserved and underserved communities. During the reporting period, the County engaged private providers to develop outreach partnerships to serve the communities in need. Additionally, outreach has been conducted via radio, social media, email, events, and physical flyers.

People Places and Issues Outreach

In early April, the SMEDD team conducted in person outreach, interviews, and listening sessions with Mendocino and Sonoma stakeholders. This effort was to increase awareness around SMEDD, the CEDS, and function of economic development districts. The outreach efforts for this tour began in late March. The information was well received from local stakeholders and department heads. From listening to their expertise and needs, we were able to draw the following potential value-adding functions for SMEDD:

- Research, recommend and apply for grant funding and explore Tax Increment Finance tools for infrastructure improvements (such as Climate Resilience Districts; and Enhanced Infrastructure Financing Districts).
- Share the success stories and the lessons learned of our entrepreneurs on multiple websites, such as our cities, counties, Chambers, West Business Development Center, etc., and cultivating a community of entrepreneur mentors.
- Support entrepreneurs in their transition to business and economic development opportunities.
- Explore opportunities and challenges to affect permit process efficiencies for developments that meet specific criteria (e.g. cost of development, number of jobs created, etc.).
- Support efforts to build events and partnerships to attract tourists to Hopland and the inland areas in Mendocino County (Hopland & Willits)
- Support applied entrepreneurship combined with facilities, such as blue economy focused makerspace for crab fishermen who are trying to invent lineless traps, and gathering the right technical expertise to support them.

- Explore opportunities to improve services for unincorporated areas, including access to “Permit Sonoma” and other services in remote parts of the county.
- Explore the need for an Economic Study to document how agriculture benefits both counties, including employment rates in agriculture and other industries in the region.
- Explore the possibility of transit village uses and development types and densities around SMART stations to better utilize the SMART system, with the goal of encouraging economic development and generating new revenues for SMART through increased ridership.
- Identify opportunities to support SMART grant applications through SMEDD letters of support signed by SMEDD Chair.

Below is a list of the stakeholders, department heads, and organizations that were engaged.

Wednesday, April 5		
SMEDD People, Places & Issues Tour – Inland Mendocino County		
<i>Time</i>	<i>Event/Agenda</i>	<i>Who</i>
7:30 – 9 AM	Travel to Mendocino County	RGS ED Team (5)
9:15 – 9:45 AM	Meet with Jon Frech, Mary Anne Petrillo, Mendocino County Board of Supervisor John Haschak	RGS ED Team (5), SMEDD Stakeholders (3)
10 – 11 AM	Meeting with Mary Anne Petrillo, Minal Shankar, Shannon Riley, Jim Mayfield, West Business Development Center Staff	RGS ED Team (5), SMEDD Stakeholders (4)
11 – 11:30 AM	Meeting with SMEDD Chair & Greater Ukiah Chamber of Commerce Executive Director	RGS ED Team (5), SMEDD Board Member (1)
12– 1:30 PM	Lunch in Ukiah with Mary Anne, Mendocino County Board of Supervisors Glenn McGourty and Supervisor John Haschak	RGS ED Team (5), SMEDD Stakeholders (3)
1:30 – 3:30 PM	Frey Vineyards winery	RGS ED Team (5), SMEDD Board Member (1)
3:30 – 4:30 PM	Meet with Local Stakeholders Amy Pardini, Thatcher Hotel, Hopland	RGS ED Team (5), SMEDD Stakeholders (1)
Thursday, April 6		
SMEDD People, Places & Issues Tour – Sonoma County		
<i>Time</i>	<i>Event/Agenda</i>	<i>Who</i>
8:30 – 9:30 AM		

10-10:30 AM	Meet with Sonoma County Board of Supervisors' Staff	RGS ED Team, Bradley and Lauren (7)
11 – 11:30 AM	Meet with Peter Rumble, CEO Santa Rosa Metro Chamber of Commerce	RGS ED Team, Bradley and Lauren (7)
12 - 1 PM	Meet with Sam Wallis, Department of Emergency Management	RGS ED Team, Bradley and Lauren (7)
2:15-3 PM	Meet with Andrew Smith, Sonoma-Mendocino Ag Commissioner & Sue Ostrom, Assistant Ag Commissioner	RGS ED Team, Bradley and Lauren (7)
4 – 5 PM	West County Windshield Tour: Fulton, River Rd to 116 to Cotati & Petaluma	
5:15 PM	Meet with Eddy Cumins, General Manager, and Joanne Parker, Grants Manager, Sonoma-Marin Area Rail Transit (SMART)	RGS ED Team, Bradley (6)

Events

The Sonoma Mendocino Economic Development District management team attended and represented the district at the following events:

- 1) **CALED Rural Exchange:** In September the SMEDD management team attended the annual Rural Exchange event hosted by the California Association of Local Economic Developers (CALED) in Ukiah. At the event, the team was informed about funding and partnership opportunities through the EDA, Small Business Administration, United States Department of Agriculture, and University of California Agriculture and Natural Resources.
- 2) **CALED Annual Conference:** In the Summer, Josh Metz, District Manager, and members of the Sonoma County team attended and represented SMEDD at the annual CALED conference in downtown LA. At the conference, the team was able to connect with other economic development districts and learn more about their processes.

Letters of Support

One of the most effective ways SMEDD can be used is to provide letters of support to organizations applying for grant funds for a project that directly relates to the goals in the CEDS. In May, the SMEDD Board of Directors approved the district manager to provide such letters of support in instances of time sensitive need. Since the approval, the Board and district manager have distributed the following letters of support for regional projects:

1. Noyo Harbor, Maritime Administrations' Port Infrastructure Development Program, Phase 1, Submitted 4/24/2023
2. Sonoma County Meat Company, USDA Local Meat Capacity grant, Submitted 6/21/2023

3. Regenerative Forest Solutions, NCRP Woody FeedStock Pilot Project, Submitted 8/9/2023
(Proposal Awarded)
4. West Business Development Center, CalOSBA Blue Economy iHub, Submitted 8/31/2023
5. Mendocino Forest Products, CalFire Biomass-to-Hydrogen Grant Application, Submitted 9/15/2023
6. Regenerative Forest Solutions, Woody FeedStock Pilot Project, CalFire, Submitted 9/27/2023
7. Regenerative Forest Solutions, Woody FeedStock Pilot Project, Bay Area Council , Submitted 9/27/2023
8. Regenerative Forest Solutions, Woody FeedStock Pilot Project, USDA Forest Service, Submitted 8/9/2023

CEDS Update Process Plan

The SMEDD team developed a strategic planning process to proactively engage CEDS project proponents during the FY 23-24 year to obtain most current project status information and use that along with key econometrics for the 2024 CEDS Update Report. This process will launch in Q4 2023.



DATE: October 20, 2023
TO: Board of Directors
FROM: Brad Johnson, Sonoma County Economic Development Board, Management Analyst
SUBJECT: Review and Approval of Narrative Report for the U.S. Economic Development Administration's Supplemental Grant No. ED20SEA3070045

STATEMENT OF ISSUE:

The purpose of this item is to consider approving the submission of the Sonoma Mendocino Economic Development District's supplemental grant update report to the U.S. Department of Commerce's Economic Development Administration covering the reporting period April 1, 2023, to September 30, 2023.

SUMMARY OF RECOMMENDED ACTION:

Approve submission of the supplemental grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

FINANCIAL IMPACTS:

There are no anticipated financial impacts.

BACKGROUND:

In accordance with the terms and conditions of the 2020 supplemental grant awarded to SMEDD, the District must submit update reports twice per year. The first report covers the period October 1 through March 31, and the second report covers the period April 1 through September 30.

DISCUSSION:

The report contains five components of major activities in which the SMEDD has engaged in during this period.

- SMEDD Education, Awareness, and Capacity
- Recovery and Resiliency Technical Assistance
- Ag-Tech Innovation Brainstorm Event
- NOAA Coastal Resilience Challenge Regional Working Group
- Grant Compliance and Oversight

ALTERNATIVES:

1: Approve submission of the supplemental grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

2: Consider, *modify*, and approve submission of the supplemental grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

3: Other approach(s) may be developed after public comments and Board deliberations.

4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Approve submission of the supplemental grant update report, covering the period April 1, 2023, to September 30, 2023, to the Economic Development Administration.

Attachment

U.S. Economic Development Administration’s Supplemental Grant No. ED20SEA3070045 Update Report covering the period April 1, 2023, to September 30, 2023



ECONOMIC RECOVERY and RESILIENCY SUPPLEMENTAL GRANT PROGRESS REPORT

April 1 - September 30, 2023

Grant Award Number: ED20SEA3070045

Program Manager: Ethan Fogg

Grant Description

Organization: Sonoma Mendocino Economic Development District (SMEDD)

Address: Sonoma County Economic Development Board
141 Stony Circle, Suite 130
Santa Rosa, CA 95401

Phone: 707-565-6456

Report Prepared By: Brad Johnson, Administrator

Project Title: Sonoma Mendocino Economic Development District (SMEDD)

Reporting Period: April 1, 2023 to September 30, 2023

Grant Amount: Total grant amount \$400,000 (2020-2022)

Total Expenditures for Reporting Period: \$67,431.00

Progress Report

Table of Contents

SMEDD Education, Awareness, and Capacity	3
Recovery and Resiliency Technical Assistance	3
Ag-Tech Innovation Brainstorm Event	3
NOAA Coastal Resilience Challenge Regional Working Group	5
Grant Compliance and Oversight	6

DRAFT

SMEDD Education, Awareness, and Capacity

As stated in the first component of the recovery and resiliency work plan, RGS and SMEDD associates have worked to increase stakeholder understanding, interest and engagement in SMEDD. In early April, the SMEDD team conducted in person outreach, interviews, and listening sessions with Mendocino and Sonoma stakeholders. The outreach efforts for this tour began in late March. The information was well received from local stakeholders and department heads.

The second main goal to accomplish this aspect of the work plan is to Strengthen SMEDD information resources to support resiliency and recovery. During the reporting period, RGS has put in a substantial amount of work to continue developing the district's website, [SMEDD.org](https://www.smedd.org). Having a web platform and presence allows for the district to effectively reference recovery and resiliency resources such as funding opportunities, local events, partner organizations, and resiliency strategies.

The third main goal to accomplish SMEDD education, awareness, and capacity is to develop productive stakeholder relationships. Though the district has this in some capacity with the CEDS strategy committee, RGS and SMEDD staff are continuously developing these relationships to further recovery and resiliency planning in the region. As outlined below, SMEDD has hosted events such as the business friendliness webinar and regional Ag-Tech innovation brainstorm event aimed to increase industry and economic development/resiliency in the region.

Recovery and Resiliency Technical Assistance

The RGS and SMEDD associates provided recovery and resiliency technical assistance for Mendocino County and Sonoma County cities through an assessment of business friendliness.

- 1) **Providing a business friendliness assessment:** The primary objective for the business assessment is to review incentives, programs, communication, processes, fees, timelines, and demonstrated commitment to economic development as a priority, to facilitate existing businesses, business expansion and attraction. On September 28th, SMEDD provided a webinar to City Managers and Economic Development Directors/ Managers outlining the BFC check up assessment tool. The Business Friendly Check-up establishes a baseline of key metrics that city and community leaders can reference to better understand their communities' strengths and weaknesses in this area <https://www.smedd.org/business-friendly-check-up-webinar>.

Ag-Tech Innovation Brainstorm Event

The Sonoma Mendocino Economic Development District's Ag-Tech Innovation Brainstorm Event held in Hopland, California, on May 30th aimed to:

- Help stakeholders understand the vision of an AgTech Innovation Hub and its role in supporting economic development in Mendocino and Sonoma.
- Discuss opportunities and challenges in the agriculture and technology sectors and how the Hub can contribute to regional growth and sustainability.
- Identify key stakeholder groups and individuals interested in the Hub's development.
- Determine the level of support among stakeholders for SMEDD to proceed with a Feasibility Study.

Aa Summary of the key highlights from the brainstorm event, next steps, and roster of attendees for this SMEDD hosted event is provided below with other resources linked here:

<https://www.smedd.org/agtech-innovation-hub-brainstorming-session> .

Meeting Highlights:

- Josh Metz, SMEDD District Manager, presented the Comprehensive Economic Development Strategy (CEDS) and introduced the vision of the AgTech Innovation Hub.
- Lon Hatamiya discussed UC ANR's The VINE program and its relevance to the AgTech Innovation Hub.
- Small group discussions led to the identification of opportunities, projects, partnerships, and challenges related to the Hub.
- Opportunities included providing a physical location for innovation, supporting farmers, and fostering collaboration among stakeholders.
- Partnerships and projects encompassed UC programs, USDA initiatives, local farms, associations, and more.
- Challenges involved ensuring small and medium-sized farms' inclusion, tech's economic viability, job growth, and effective messaging.
- Possible funding sources for the Hub included federal, state, and local government support, foundations, public-private partnerships, local businesses, and community college programs.
-
- Most participants expressed support for SMEDD to move forward with a Feasibility Study, although some recommended more stakeholder involvement, clarification of the Hub's beneficiaries, and consideration of alternative solutions or collaboration with existing programs.
- The meeting concluded with a desire to share the meeting report and slides, along with a follow-up webinar to continue the discussion and engage more stakeholders.

Next Steps for SMEDD:

- Conduct outreach and webinars.
- Identify additional stakeholders.
- Clarify the primary audience of the Hub.
- Explore options for the Feasibility Study.

Overall, the event aimed to explore the potential of an AgTech Innovation Hub in Mendocino and Sonoma, highlighting opportunities and challenges while gathering stakeholder input and support for further development.

Attendees/Participants:

- Andrew Smith, Sonoma County Ag Commissioner
- Bradley Johnson, Sonoma County Economic Development Board
- Christy Smith, Mendocino College
- Elise Weiland, Sonoma County BOS
- Elizabeth Murphy, Marin Sonoma Impact Ventures
- Emily Winfield, North Coast Soil Hub
- Ethan Brown, Sonoma County Economic Development Board
- Glenn McGourty, Mendocino County Board of Supervisors
- John Bailey, Hopland Research & Extension Center

- John Haschak, Mendocino County Board of Supervisors
- Lauren Cartwright, Sonoma County Economic Development Board
- Lon Hatamiya, Hatamiya Group
- Lorenzo Rota, Volare Aerial
- Mary Anne Petrillo, West Business Center
- Nathan Dorn, Farm-NG
- Noelle Cremers, The Wine Institute
- Paul Garza, SMEDD Board Member
- Robin Bartholow, Sonoma County Farm Bureau
- Severino Gomes, Kashia Band of Pomo Indians of Stewarts Point Rancheria
- Will Tesconi, State Representative Jim Wood

NOAA Coastal Resilience Challenge Regional Working Group

In July and August the Sonoma Mendocino Economic Development District served as the lead convener and facilitator for regional stakeholders to work together on developing a letter of intent to apply for an award from the National Oceanic and Atmospheric Administration for Coastal resilience projects. Below is a summary of the letter resulting from the working group led by SMEDD.

Regional Context:

The letter describes the challenges faced by coastal communities in Sonoma and Mendocino counties due to climate change, including the erosion of oceanfront lands, damage to kelp and estuarine ecosystems, and the decline of red abalone populations. The decline in these ecosystems has significant economic and cultural implications, and it affects the fisheries, wetlands, and recreational resources in the region.

Resilience Vision:

Given the context, the SMEDD developed project goals and a vision with the working group to address climate impacts posed by warming waters, rising seas, drought, and increased flooding. The vision includes the following key components:

1. Protect, restore, regenerate, propagate, and extend kelp forest refugia.
2. Build economic resilience and support a just transition to the changing climate.
3. Mitigate estuarine flooding through enhanced ecosystem services.
4. Adapt critical harbor infrastructure and public access to rising seas.

Proposed Activities and Outcomes:

The letter outlines several activities and outcomes associated with the project, including:

Kashia Band of Pomo Indians Conservation Aquaculture and Ocean Ecosystem Restoration: This involves working with various partners to launch a regional kelp forest ecosystem restoration alliance and Tribally operated abalone production and restoration facility. The activities include conservation aquaculture, urchin management, ocean stressor assessment, and construction of green infrastructure aquaculture facilities.

Estuary Resilience and Flood Risk Mitigation: This component focuses on rehabilitating and supporting climate adaptation for estuaries in Sonoma and Mendocino counties. Activities include minimizing flooding, sustaining the role of floods in delivering sediment to marshes, sustaining estuaries as rearing

habitats for juvenile salmonid species, and sustaining the importance of estuaries as bases for recreation and tourism.

North Coast Harbor Economic and Climate Resilience: After restoring the kelp and marine ecosystem, the project aims to strengthen the blue economy through climate-resilient infrastructure and job diversity. This includes upgrading infrastructure at Bodega Bay, such as the ice plant and docks, and replicating native hatchery salmon releases.

Noyo Center for Marine Science: The project supports the construction of the Ocean Science Center Building in Fort Bragg, which will serve as a hub for marine science education and research. The building will include research laboratories, a marine mammal skeleton articulation workshop, and a marine mammal triage center. The Noyo Center for Marine Science engages with the community and aims to address climate change impacts on coastal ecosystems.

SMEDD Program Coordination & Climate Resilience Regional Amplification: SMEDD plays a pivotal role in coordinating and amplifying the regional response to climate threats. This involves convening workshops, compiling progress reports, supporting elected leaders, and developing and maintaining web resources for project teams and the public.

Grant Compliance and Oversight

RGS and SMEDD associates are working together to ensure reporting and administrative compliance are in order. This work is being conducted on the County, State, Federal levels.



DATE: October 20, 2023
TO: Board of Directors
FROM: Tracy Fuller, RGS Senior Advisor, Fiscal Agent
SUBJECT: Review and File a Budget-to-Actual Report for the EDA Planning Grant and the EDA Supplemental Grant

STATEMENT OF ISSUE: The purpose of this item is to provide a high level overview of the status of the SMEDD's two current EDA grants.

SUMMARY OF RECOMMENDED ACTION:

Review and File a Budget-to-Actual Report for the EDA Planning Grant and the EDA Supplemental Grant

FINANCIAL IMPACTS:

There are no direct financial impacts in the form of direct costs for reviewing and filing this information.

BACKGROUND:

SMEDD is currently funded by two U.S. Department of Commerce Economic Development Administration grants:

Planning Grant No. ED22SEA3020033 = \$210,000 plus a \$210,025.59 match from Mendocino and Sonoma counties

Supplemental Grant No. ED20SEA3070045 = \$400,000 (no match required)

As of August 31, 2023, the \$210,000 portion of the Planning Grant had approximately \$134,497.20 remaining, plus approximately \$13,381.50 in demands (invoices) in process or not yet paid. This grant expires on June 30, 2025.

As of August 31, 2023, the Supplemental Grant had approximately \$53,665.17 remaining, with approximately \$12,084.75 in demands (invoices) in process or not yet paid. This grant expires on June 30, 2024. (A one-year extension of the grant period was requested last spring and granted by the EDA; the June 30, 2024, date reflects the extension.)

DISCUSSION:

Please see the attached table reflecting the very highest level overview Budgets - total expenditures by grant. The table provides a general overview of the two grants, the budget for the grants, expenditures to date, and projections of expenditures through the end of the current fiscal year - June 30, 2024.

ALTERNATIVES:

- 1:** Receive and File a Budget-to-Actual Report for the EDA Planning Grant and the EDA Supplemental Grant
- 2:** Other approach(s) may be developed after public comments and Board deliberations.
- 3:** Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Receive and File a Budget-to-Actual Report for the EDA Planning Grant and the EDA Supplemental Grant

ATTACHMENTS

Table providing general overview of grants, the budget for the grants, expenditures to date, and projections of expenditures through June 30, 2024.

Total Grant Awards Budget					
Initial Budget		\$70,000	\$220,000	\$290,000	
Year	Month	Planning Grant	Supplemental Grant	Total Budget Monthly Total	
2022	December	\$ 6,786.95	\$ -	\$ 6,786.95	
2023	January	8,426.75	-	\$ 8,426.75	
2023	February	12,893.95	29,172.25	\$ 42,066.20	
2023	March	4,900.00	38,390.00	\$ 43,290.00	
2023	March Expenses	-	9,997.20	\$ 9,997.20	Reserve for expenses EDA Roundtable
2023	April	9,302.00	28,543.45	\$ 37,845.45	
2023	April Expenses	-	9,831.20	\$ 9,831.20	Reserve for expenses Regional Fam Tour
2023	May	9,155.75	29,027.50	\$ 38,183.25	Includes AgInnovations
2023	May Expenses	-	3,086.85	\$ 3,086.85	Reserve for expenses Brainstorming
2023	June	6,289.45	4,044.73	\$ 10,334.18	
Fiscal Year 22/23 Total		\$ 57,754.85	\$ 152,093.18	\$ 209,848.03	
Budget Reset on 7/1/2023		\$70,000		\$70,000	
2023	July	\$ 10,423.60	\$ 6,004.50	\$ 16,428.10	
2023	August	\$ 7,324.35	\$ 8,237.15	\$ 15,561.50	
2023	September	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	Projected
2023	October	\$ -	\$ 5,500.00	\$ 5,500.00	Projected
2023	November	\$ -	\$ 5,000.00	\$ 5,000.00	Projected
2023	December	\$ -	\$ 2,500.00	\$ 2,500.00	Projected
Calendar Year 2023 Total		\$ 73,715.85	\$ 184,334.83	\$ 258,050.68	
Non Contractual 2023 Vendor Payment		\$ 8,381.50	\$ 7,084.75	\$ 15,466.25	Legal; Website; Tech; CEDS last year
Remaining Funds		\$ 57,902.65	\$ 28,580.42	\$ 86,483.07	
2024	January	\$ (2,285.98)	\$ 6,000.00	\$ 3,714.03	Projected
2024	February	\$ (2,285.98)	\$ 6,000.00	\$ 3,714.03	Projected
2024	March	\$ (2,285.98)	\$ 6,000.00	\$ 3,714.03	Projected
2024	April	\$ (2,285.98)	\$ 6,000.00	\$ 3,714.03	Projected
2024	May	\$ (2,285.98)	\$ 3,080.42	\$ 794.45	Projected
2024	June	\$ (2,285.98)	\$ 1,500.00	\$ (785.97)	Projected
Fiscal Year 23/24 Total		\$ 9,032.10	\$ 60,822.07	\$ 69,854.17	
Remaining Funds		\$ 71,618.50	\$ -	\$ 71,618.50	
Grant Funds Not Fully Depleted					

Cells in grey are projected or contain costs that are projected.