



BOARD MEETING MINUTES

December 18, 2020 | 9:00 a.m. - 11:00 p.m.

REMOTE ACCESS ONLY MEETING

By Video: <https://us02web.zoom.us/j/85034230814?pwd=Y3F5bWJvanlXaVlBbGozUmxGY25KQT09>

By Phone: Dial In: 1 (669) 900-9128 | Meeting ID: 850 3423 0814 | Password: 989673

GOVERNOR'S EXECUTIVE ORDER N-25-20

GOVERNOR'S EXECUTIVE ORDER N-29-20

RE CORONAVIRUS COVID-19

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, MEMBERS OF THE BOARD OF DIRECTORS WILL BE PARTICIPATING BY TELECONFERENCE INTO THE BOARD OF DIRECTORS MEETING FOR MAY 26th, 2020.

Should you want to submit public comment, do so by email before the Board Meeting is called to order. Please state the agenda item number that you are commenting on and limit written comments to three hundred (300) words or less. Comments can be sent to calvin.sandeen@sonoma-county.org. Written comments received prior to the meeting you wish to comment on will be read into the record.

1) CALL TO ORDER at 09:01 am

- 2) **ROLL CALL: Present:** Mendocino: Mary Anne Petrillo, Brent Schultz, Jon Frech
Sonoma: Mike Nicholls, Robin Bartholow, Lisa Badenfort, Jeff Kelly, Board Appointed: Paul Castro

Administrative Staff Present: **Sonoma EDB:** Calvin Sandeen, Ethan Brown, Rebekah Heinz; **EDFC:** Diann Simmons

3) OPEN TIME FOR PUBLIC EXPRESSION

This is an opportunity for any member of the public to briefly address the Board on any matter that does not appear on this agenda and is restricted to matters within the Board's jurisdiction. Items that appear to warrant a more-lengthy presentation or Board consideration may be placed on the agenda for discussion at a future meeting. Please limit comments to three hundred (300) words.

No public present

4) AGENDA ADJUSTMENTS – DISCUSSION/ACTION

No adjustments

5) STATEMENT OF CONFLICT OF INTEREST

This is the time for the Board of Directors to indicate any statements of conflict of interest for any item listed on this agenda.

None

6) CONSENT ITEMS – DISCUSSION/ACTION (10 min)

- Approval of October 21, 2020 Board Meeting Minutes
- Approval of November 20, 2020 Board Meeting Minutes



Motion by: Schultz to accept the October and November Board Meeting Minutes

Seconded by: Bartholow

Public Comment: None

Roll-call: Mary Anne Petrillo yes, Brent Schultz yes, Jon Frech yes, Mike Nichols yes, Robin Bartholow yes, Lisa Badenfort yes, Jeff Kelly yes, Paul Castro yes

Vote: 8-0-0

Motion passed

7) BOARD MEETING 2021 CALENDAR – DISCUSSION/ACTION (10 min)

The Board will discuss and vote on a FY 2021 Board of Director's Meeting Calendar.

Per response to a scheduler and discussion, the preference is the third Thursday of each month from 10:00-12:00

Motion by: Kelly to set the regular monthly board meeting on the third Thursday from 10:00 – 12:00

Seconded by: Petrillo

Public Comment: None

Roll-call: Mary Anne Petrillo yes, Brent Schultz yes, Jon Frech yes, Mike Nichols yes, Robin Bartholow yes, Lisa Badenfort yes, Jeff Kelly yes, Paul Castro yes

Vote: 8-0-0

Motion passed

8) FINANCIAL ACTIVITY UPDATE – DISCUSSION (10 min)

The District's Fiscal Analyst will provide an update to the Board on the District's current financial position.

Sandeen presented the report (pp. 14-15 of the packet) of the break-down of use of the original EDA Admin grant, per \$70,000 annually (for 3 years): Sonoma EDB positions at \$40,000 including fiscal agent; EDFC contract for \$30,000; both cover administration activities of SMEDD and to support existing economic activities pertaining to the CEDS; received from EDA as reimbursement every 6 months. Any costs incurred under the new \$400,000 grant will be included in the January report.

9) 2016 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE – DISCUSSION (20 min)

District staff will provide an update to the Board on the 2016 CEDS priority projects and new projects.

Original direction to EDB and EDFC SMEDD staff was to focus on current work that fit the broader CEDS strategies and goals including broadband infrastructure and business loan programs. No expectation was indicated of facilitating specific CEDS projects. This month, Mendocino and Sonoma staff members reached out to the project entities to check on progress to provide the board with an update. Going forward, staff plans for the updated CEDS projects to include responsibility for facilitation. Our strategy should be to include a broader range of projects to be ready in case there are opportunities to go after funding to support them.



Simmons and Sandeen presented updates on all of the original CEDS projects. A potential project for in the new CEDS is the Noyo Marine Center development and collaborative purple sea urchin project with the Bodega Bay based UC Davis Coastal and Marin Sciences Institute.

10) REGIONAL ECONOMIC DEVELOPMENT EFFORTS – DISCUSSION (30 min)

The Board and staff will discuss regional economic development initiatives, including Strategic Sonoma, Sonoma County Economic Recovery Action Plan, MOVE2030, EDA Supplemental Grant, and other projects important to the region.

Strategic Sonoma and Sonoma County Economic Recovery Action Plan: Brown gave a summary of the process and action plan. Several issues stood out – workforce training, employer housing council and lack of childcare. Patty Andrews from Workforce investment board contributed to the discussion. **See attached Plans.**

MOVE 2030 – Mendocino County 10-Year Economic Resiliency Plan: The process was similar to the Sonoma Plan, with a range of input from stakeholders. With data from economists, the leading industry clusters were identified. Three areas of focus have emerged: business development, technology and green infrastructure. Action plans have been developed around these, from community input. We are in the final phase with the Plan going to the Supervisors for approval in March. For more detailed information: <https://www.move2030.org/>

Sandeen: Staff is working on the RFP, however is hampered by the lack of a project manager. EDB is in process to hire an Administrative Aide to work on the RFP process.

Castro described lack of ability to utilize federal funds from the 2017 fires, for temporary employment. Going forward, can SMEDD work to increase collaboration with the counties and other entities to fully utilize available funds, which are still available from the Dept. of Labor. Bringing together workers displaced by COVID (or fires) to do fire mitigation work would be a good utilization for our region. We need jurisdictions to ID work sites and effective recruitment of displaced workers. Discussion to form an ad hoc committee bring back recommendations and a list of projects to the board.

Motion by: Bartholow to form the Ad Hoc Disaster WorkForce and Site Identification Committee

Seconded by: Castro

Public Comment: None

Roll-call: Mary Anne Petrillo yes, Brent Schultz yes, Jon Frech yes, Mike Nichols yes, Robin Bartholow yes, Lisa Badenfort yes, Jeff Kelly yes, Paul Castro yes

Vote: 8-0-0

Motion passed

Volunteers for the committee: Paul Castro, Robin Bartholow, Mary Anne Petrillo

Agenda Item for January: Process of culling relevant information from current plans what is relevant to the new CEDS: suggested: Ad Hoc Committee, whole board or the consultant bringing to the board to review and approve.



11) SMEDD ONBOARDING PROCESS – DISCUSSION (10 min)

The Board and staff will discuss the District's on-boarding process for new Board members as well as Board development and success metrics.

Staff presented the idea of holding a board “retreat” by Zoom in the near future. Board members were interested and discussed including:

- Developing the on-boarding process including information and trainings, and how to create enthusiasm and motivation in new members
- Developing positive working relationships and procedures as board members and ways to improve board operations.
- Board involvement in identifying grant opportunities and grant ready projects that are in-line with CEDS
- Involvement of volunteers on subcommittees

12) SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION

Board members agreed to submit directly to Calvin by email.

13) MEETING ADJOURNMENT - ACTION

Motion by: Bartholow to adjourn at 11:00

Seconded by: Castro

All agreed visually by hands held up

Vote: 8-0-0

Motion passed

SMEDD BOARD PACKET ATTACHMENTS

- A. OCTOBER 2020 SMEDD BOARD MEETING MINUTES
- B. NOVEMBER 2020 SMEDD BOARD MEETING MINUTES
- C. 2016 CEDS UPDATE