



BOARD MEETING AGENDA

April 15, 2021 | 10:00 a.m. - 12:00 p.m.

REMOTE ACCESS ONLY MEETING

By Video: <https://us02web.zoom.us/j/83269256318?pwd=Q3o0Z0Y4eVdjajVLU1JBc01HWUJ1Zz09>

By Phone: Dial In: 1 (669) 900-9128 | Meeting ID: 832 692 56318 | Password: 815290

*****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 APRIL 15, 2021.

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 10:03

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

Staff Present: Sonoma EDB: Calvin Sandeen, Ethan Brown, Mendocino: 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.

N/A

4) AGENDA ADJUSTMENTS – DISCUSSION/ACTION

None

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 (5 min)

- Approval of March 18, 2021 Board Meeting Minutes

Motion by: Mary Anne Petrillo to approve the March 18, 2021 Board meeting minutes

Seconded by: Paul Castro

Public Comment: None



Roll-call: Lisa Badenfort yes, Robin Bartholow yes, Mary Anne Petrillo yes, Mike Nichols yes, Paul Castro yes

Vote: 5-0-0

7) FINANCIAL REPORT – DISCUSSION/ACTION (15 min)

- **Monthly Financial Report:** *The District's Fiscal Analyst will provide a monthly financial report to the Board.*

Sandeen (Fiscal Analyst not available): There were no transactions in March. The updated budget including the new grant, has been loaded into the financial system. The ad hoc budget committee will meet with EDB staff to finalize the preliminary budget to present to the full board in May with the final presented for approval in June.

Motion by: Paul Castro to approve the financial report

Seconded by: Robin Bartholow

Public Comment: None

Roll-call: Lisa Badenfort yes, Robin Bartholow yes, Mary Anne Petrillo yes, Mike Nichols yes, Paul Castro yes

Vote: 5-0-0

8) SMEDD & COUNTY OF SONOMA MEMORANDUM OF UNDERSTANDING (MOU) – DISCUSSION/ACTION (15 min)

The Board will vote on entering an MOU between the Sonoma Mendocino Economic Development District and the County of Sonoma. The MOU establishes an ongoing working collaboration between the two parties, which allows the County of Sonoma to continue providing fiscal and administrative services to SMEDD. SMEDD representatives will provide an update to the Board on the logistics of the MOU.

Brown: Sonoma County Economic Development Board has functioned as the fiscal agent for SMEDD as a separate entity. In order to continue that arrangement, this MOU authorizes EDB to spend SMEDD funding according to the approved budget. There hasn't been an agreement between SMEDD and EDB to enable EDB to spend SMEDD's money. This allows us to move forward with a documented agreement to do so, with the yearly approved budget. Approving the MOU, that goes through June 30, 2022, allows us to move forward with the contract with the CEDS consultant and hiring a project manager. The budget was approved by the SMEDD board, with 3 Mendocino representatives that were appointed by the Mendocino Board of Supervisors. This MOU is formalizing EDB as SMEDD's fiscal agent and Sonoma County can legally dispense our funding, continuing as our fiscal agent.

Jeff Kelly joined the meeting.

A delay today will have a negative impact on moving forward with the CEDS process. We'll move forward with a vote, and copy the Mendocino CEO for distribution. If there are any concerns, amendments to the MOU can be made in the future.

Motion by: Robin Bartholow to approve the Memorandum of Understanding

Seconded by: Paul Castro

Public Comment: None

Roll-call: Lisa Badenfort yes, Robin Bartholow yes, Mary Anne Petrillo yes, Mike Nichols yes,



Paul Castro yes, Jeff Kelly yes

Vote: 6-0-0

9) 2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE AND AD HOC COMMITTEE SELECTION – DISCUSSION/ACTION (20 min)

The project managers will provide an update to the Board on the 2021 CEDS project. The Board may also discuss and vote on 1) including the existing ad hoc in the scoping meeting and other staff-level work with the consultant or 2) form a new ad hoc with different members.

Brown: We are on the cusp of executing the contract with Economic and Planning Services. We understand that the Board would like to take a significant role in shaping the work. We can either engage the existing ad hoc or set-up a new ad hoc to engage in the work. We hope that next month there will either be an introduction of EPS and/or a scoping presentation.

Discussion: The current three CEDS ad hoc members (Nichols, Badenfort and Petrillo) are interested in continuing to be involved; limit is three board members. There will be a scoping meeting and probable future meetings with the consultants. The list of projects developed would come before the whole board. The other board members agreed to leave the committee intact.

Motion by: Jeff approve the current/ existing committee ad hoc CEDS to continue their work with the consultant

Seconded by: Robin Bartholow

Comment: Petrillo brought up the selection of the Mendocino Project Manager. EDFC can contract with a local qualified person to fill that role. The MOU is needed before that can move forward.

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

Vote: 6-0-0

10) BOARD MEMBER BIOGRAPHY PRESENTATIONS – DISCUSSION (20 min)

Board members Robin Bartholow and Jon Frech will present a biography on themselves to the Board.

Jon Frech absent

Robin presentation: She has three grown children. She grew up in Santa Rosa and is a Cal grad. She put off law school to raise her kids, which she loved. Her first job when her kids were older was the Work Force Development Director, which she has continued for 13 years and loves the work. She completed law school and based the bar in February 2020 just before the pandemic lock-down. She works for a local law firm and does consulting for the Sonoma Co. Education Consortium, SC Office of Education, while still working for the Work Force Development Board. The North Bay Construction Corps is another focus. She likes having lots of plates spinning. She also is involved with the North Bay Construction Corps, started by a partnership of various groups including the North Bay Builders Exchange. It's a 14 week program for high school seniors to explore construction, hear from different trades, and basic hands on activities and skills that entry level construction workers need.

Outside of work she was Chair of the Workforce Investment Board for three years, involved in the Metro Chamber (Santa Rosa), a trustee for Empire College and involved in turning their for profit law school into a non-profit entity.



She “brings to the table” an appreciation of the importance of local and regional econ development; that is where the vast majority of impact lies in economic development. The program she works on – the construction core - directly impacts economic development, provides more workers, gets young people jobs that pay well, positively impacts housing market, lessens shortage of workers. The Mission is to provide work ready skills they can take into any job, not just construction. In the 3rd year of the program they had 190 kids from 5 counties, with impact of COVID, involvement is down, with 60 students this year.

This is her main work right now. Her passion is in program management, working directly with people you are trying to impact. Appreciates aspirational thinking, but her focus in on the practical.

Robin is Interested in working on the regional approach and helping to create more beneficial economic development projects. She likes hiking, yoga, mandolin, and animals and would love to have a farm.

11) DISASTER WORKFORCE AND SITE IDENTIFICATION COMMITTEE UPDATE – DISCUSSION (15 min)

The Disaster Workforce and Site Identification Ad Hoc Committee will discuss opportunities for the District to increase collaboration with Counties and other entities to utilize available funds from the U.S. Department of Labor to support displaced workers from COVID-19 or disasters with temporary employment.

Paul gave updates on his contacts and attempts at contacts including the disaster repair program, City of Cloverdale and Sonoma County roads maintenance manager. Mike and Calvin will give Paul more contacts. There was discussion about a training center idea that would include mitigation as part of the training. This could interconnect with other programs. Other board members will reach out to Paul with ideas and suggestions and Paul will schedule an Ad Hoc Disaster Workforce and Site ID Committee meeting. They will bring information back to the board meeting in May.

12) SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION

Meeting Date: May 20 – 10:00 – 12:00

- Continue conversation about item 11
- Report out by Ad Hoc Comprehensive Economic Development Strategy Committee on CEDS progress
- Board member Bio – Jon Frech and Jeff Kelly
- Ad Hoc Budget Committee report

Future meetings:

- Short presentations from some of people involved in projects we find aligned with the CEDS
- Report from staff re: potential funding

Discussion about missing forms etc. of board members. Calvin is working on the missing items. Brown Act training Is needed for all members.

13) MEETING ADJOURNMENT – ACTION

Motion by: Paul Castro to adjourn at 11:28.

Seconded by: Jeff Kelly

Public Comment: None

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

Vote: 6-0-0



SMEDD BOARD PACKET ATTACHMENTS

A. MARCH 18, 2021 SMEDD BOARD MEETING MINUTES

B. MARCH 2021 SMEDD FINANCIAL REPORT

C. SMEDD & COUNTY OF SONOMA MEMORANDUM OF UNDERSTANDING (MOU)

DRAFT