



BOARD MEETING AGENDA

July 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 MAY 20, 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 10:02AM

2) ROLL CALL: Present: Sonoma: Robin Bartholow, Jeff Kelly, Mike Nicholls, Paul Castro Mendocino: Jon Frech, Mary Anne Petrillo, Katrina Kessen, Paul Garza **Absent:** Lisa Badenfort

Staff Present: Sonoma EDB: Ethan Brown, Bradley Johnson, Calvin Sandeen, Rebekah Heinze
Mendocino: Debbie Rasar

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 expression

4) AGENDA ADJUSTMENTS – DISCUSSION/ACTION

No adjustments

Kelly – move to approve agenda

Garza – 2nd

Roll-call:

Bartholow yes

Garza yes

Kelly yes

Kessen yes

Nicholls yes

Petrillo yes

PASSED 6-0



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 June 17th, 2021 Board Meeting Minutes

Kelly Q: Item #9 mentions Jeff in reference to broadband. This was not him.

Calvin: Member of the public Jeff Tyrell participated so that is the Jeff mentioned.

Kelly: Thanks for clarification and move to approve June 17 minutes

Robin: 2nd

Roll-call:

Bartholow yes

Garza yes

Kelly yes

Kessen yes

Nicholls yes

Petrillo yes

PASSED 6-0

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

- **Monthly Financial Report**

Rebekah Heinze: These are preliminary June financials as fiscal year ends June 30 and transaction are still processing. The final report will be ready for next month's meeting.

\$9,797 for June expenses - Staff and EPS

Reimbursement of \$22,265.01

\$7,500 EDFC is paid direct from SMEDD

Reimbursement to County \$14,765.01

\$6931.25 EPS

\$1575 EDFC

Remaining funds are for staffing district manager as fiscal agent

Nicolls: Attachment C is well presented and succinct. Thank you, Rebekah.

Kelly – agree with Mike

Frech joined -agrees

Katrina – agrees

Robin well done

Garza - move to approve Financial Report

Robin – 2nd



Roll-call:

Bartholow yes

Garza yes

Kelly yes

Kessen yes

Nicholls yes

Petrillo yes

PASSED 6-0

8) 2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE – DISCUSSION (20 min)

The Comprehensive Economic Development Strategy Ad Hoc and project managers will provide an update to the board on the 2021 CEDS project.

Bradley – no presentation himself. Ashleigh with EPS was planned to attend but not in the meeting yet. Until then...

We are in full swing with focus groups for 3 themes:

- *Environmental Resilience*
- *Technical Literacy & Digital Connectivity*
- *Supporting & Expanding Business and Industries*

There are 3 themes each with its own focus group. There was another focus group held for Economic Development Partnerships. The last focus group for Supporting & Expanding Business and Industries will be held tomorrow, 7/16. Focus groups attendees are stakeholders from both the Sonoma and Mendocino regions with diverse demographics and from varying industries to obtain data from a good cross section of sources.

Polls were taken in each focus group asking them to rank Opportunities and Threats in order of importance. The #1 threat across all focus groups so far has been Housing. It touches all areas including workforce development, livability and changing demographics (increasing median age). In the Technology group regarding connectivity in rural areas, they discussed that connectivity would attract younger individuals to more affordable areas to support building more units or modular housing, thus a stronger workforce and in turn stronger economies.

Mike Nicolls – Disappointed in regard to the technology focus group Tuesday. Expected better connection to economic development. EPS missed point of the exercise. EPS lacked understanding of what we are doing. Mike has lost faith in the consultant and questions value for what they are being paid.

Maryanne – Agree that there were not enough diverse voices. The way focus group was run showed lack of understanding of the topic by EPS. Therefore, questions were not open ended enough for conversations about programs. Maryanne tried to participate in a way to guide the conversation, but results seem circumspect to her. Group consisted mostly of SMEDD Board members. One Latinx participant but has background on the work but feedback was not focused on the technology topic. It missed the mark. Not role of the attendees to direct group but role of consultant to direct the group.

Bradley - Incredible feedback. He is providing this information to EPS today to get a better handle on future focus groups and directing conversations in future meetings held.

Maryanne – The focus group participant spreadsheet isn't updated, so who is attending / has attended the focus groups? Concerned about participation.



Bradley – RSVPs been hard to track but he is focused on making sure attendance is better going forward

Maryanne – at the end there needs to be a list of who attended so as not to make decisions based on data if only 2 people participated

Calvin – agrees RSVPs difficult, EPS conducting interviews with more stakeholders to help with additional input and data collection across all groups

Mike – concerned EPS is not getting what we need and then staff has burden to make up the shortfall. Efforts should be ramped up by EPS for the money being paid. Maternity leave for the first project assistant was a foreseeable event. Transition to new project assistant should have been better. This is tough timing to get a new assistant up to speed and it feels like starting over at a critical point. Does EPS have necessary resources to meet the scope of work? What is their plan going ahead?

Maryanne agrees.

Kelly – Focus group attendance, how was that done? Were Board members asked to help with this? Should/how could Board help raise attendance and RSVPs going forward?

Bradley – No, all Board members were not involved. It was ad hoc process inviting CEDS 2016 participants, EDFC invitees and ad hoc committee invites.

Kelly – willing to help take on tasks like this with some background to supply names or lean on those with personal relationships to attend. Are notes being taken?

Bradley – these focus groups are not the end all be all. There are 2 community meetings to come plus surveys being sent to the Board network of contacts. There is also a 5th focus group for the Board discretionary use. Should this be used to meet with EDA to discuss projects? Ad hoc committee and staff yet to decide.

Robin - who crafted the invite? Is that effecting attendance? If previously involved in CEDS, but hate to lose chance to hear fresh “good news” about the process. An example is the construction project at the JC that was possible because of SMEDD. A lot has changed since 2016 so more input from broader audience is good. There area lots of acronyms so maybe include piece about relatable projects SMEDD has done so not just words on paper.

Mike –There’s a glossary of acronyms for Sonoma Clean Power meetings that is helpful.

Calvin – 2 of 3 digital topic meetings had low attendance. Overall good attendance at 2 of 3. Meeting turnout is traditionally hard on this topic. Still optimistic good and helpful information can be obtained.

Kelly – trusts ad hoc committee that invite framing is correct although framing can definitely be a factor. Knowing who attended is key in how we weigh information. Transcripts helpful for context.

Nicolls – Zoom recordings done by EPS. Chat transcripts include participants contact info.



9) MONTHLY STAFF REPORT – DISCUSSION (10 min)

Staff will provide a report to the board on recent district activities and work accomplished.

Calvin's Report:

SMEDD: June staff vacations but working on development of SMEDD focus group meetings.

Broadband

- *Action plan approved by Sonoma County Board of Supervisors and funding allocated*
- *RFP development underway to identify consultant to develop analysis of governance structure and business plan to support the organization which helps funding to demonstrate sustainable operation*
- *Regional level can be implemented for cross county applications for broadband network infrastructure*
- *massive funding is available in particular now, so entity is attractive for future investment.*
- *Also been working internally to processing grants online and political filings for officers.*

Mike - Bill AB156 is on the floor today and expected to pass. Is there funding to be had?

Calvin - We fit within entities to apply both as government and nonprofit applicants for "middle mile" and "last mile" infrastructure projects. Open access grants may combine with mid mile and last mile as well.

Robin: please clarify last mile vs middle mile

Mike: middle mile = connected to major transportation corridors like Highway 101. Last mile can be rural routes with final connection to the home. Could be 10 miles down a country road. Backbone: larger connections between regions – county to another county or across state. Broadband is like electricity now. Everyone needs it! It's been 10 years work but is now coming together with financing. It cannot be specific to one kind of technology - not just fiber but fixed wireless could work in some situations.

Bradley's Report:

- *Updating e-comm recovery algorithm supplied Dr. Eyer at Sonoma State University. Data is coming from Q4 2020 on which we can all agree that we are doing better now than we were in December 2021. It is a time driven process though also all the data needs to be input for it to work properly.*

Mendocino Update: Debbie from EDFC

Diann Simmons is retiring from EDFC and is transitioning out by the end of August. Debbie has taken over Clerk duties for this meeting. EDFC has moved away from an Executive Director model to a new leadership team that is made up of 3 managers: Debbie Rasar, Development Manager with Robert Gernert, Lending Manager and Robin Peckham, Administrative Manager. This new model has improved EDFC operations and efficiency already in its first few months. Diann will be missed but she has set the organization up for great success moving forward.

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

Lisa Badenfort – Excused absence



11) SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION

Kelly – Consultant performance and feedback

Robin – If staff needs, she will assist with messaging about focus groups

Mike – Encourage each Board member to reach out to staff in between meetings regarding their topics of interest and for adding items to future agendas.

12) MEETING ADJOURNMENT – 10:52AM