



**Sonoma Mendocino Economic Development District
Board of Directors Special Meeting - Friday, October 20, 2023, at 2:30 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

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CALL TO ORDER by Robin Bartholow, Chairperson

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.

MATTERS FOR CONSIDERATION - Action Items

- Item 1** Approval of Procurement Process for Acquisition of Professional Services for General Administration of the Sonoma Mendocino Economic Development District

ADJOURNMENT by Robin Batholow, Chairperson

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



DATE: October 20, 2023

TO: Board of Directors

FROM: Brad Johnson, Sonoma County Economic Development Board, Management Analyst
Anna Macken, Mendocino County, Administrative Analyst

SUBJECT: Approval of Procurement Process for Acquisition of Professional Services for General Administration of the Sonoma Mendocino Economic Development District

STATEMENT OF ISSUE:

The purpose of this item is to request approval of a Procurement Process for acquisition of professional services for general administration and district management of the Sonoma Mendocino Economic Development District through June 30, 2025.

FINANCIAL IMPACTS:

The maximum anticipated financial impact is \$150,000. This amount is equal to the remaining balance of EDA Planning Grant No. ED22SEA3020033.

BACKGROUND:

The Sonoma Mendocino Economic Development District (SMEDD) was awarded a partnership planning grant by the Economic Development Administration (EDA) in October of 2022. The sum total of the federal share of funds available in this award is \$210,000. In December of 2022, Regional Government Services (RGS) was contracted for an amount not to exceed \$60,000 to provide general administration and district management services for SMEDD. In February 2023, the contract was amended to have RGS serve the role of fulfilling the scope of work outlined in the District's awarded supplemental grant no. ED20SEA3070045. The amendment increased the agreement's not-to-exceed amount by \$180,000 to a new not-to-exceed of \$240,000. The Code of Federal Regulations part 200 (2 CFR part 200) has set the amount of \$250,000 as the Simple Acquisition Threshold, meaning that an amendment to add another year of services to RGS's contract is no longer financially feasible when taking this federal compliance into consideration.

DISCUSSION:

In order to obtain administrative and District management services to continue the work of the District as outlined under the District's awarded planning grant, the District must discuss and approve a procurement process for these services. Attached to this item is a draft Request for Proposal (RFP). The District could use this RFP or a modified one to post through various channels to solicit services outlined

in the RFP's "scope of services". Additionally, the District Board of Directors could appoint 2 members of the Board to serve on an ad hoc committee to review the proposal submissions and bring their recommendation back to the SMEDD's Board of Directors at the next Board meeting.

ALTERNATIVES:

1: Approve the process for procurement of general administration and District management services outlined in the discussion section above.

2: Consider, *modify*, and approve the process for procurement of general administration and District management services outlined in the discussion section above.

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 process for procurement of general administration and District management services outlined in the discussion section above.

Attachment

Draft Request For Proposal



Request for Proposal – Management Services
Sonoma Mendocino Economic Development District (SMEDD)

Date: October 20, 2023

Contact info: c/o TBD by SMEDD BOD at 10/20/2023 Special Meeting

INTRODUCTION

The Sonoma-Mendocino Economic Development District (SMEDD) is initiating a Request for Proposal (RFP) process to identify a vendor qualified to provide general management services to operate, maintain, and advance its mission outlined in the District’s [2022 Comprehensive Economic Development Strategy](#). These needed services include organization, administration, and finance.

ABOUT SMEDD

The Sonoma-Mendocino Economic Development District is a two-county partnership, created through a joint power's agreement in 2015, to engage in regional economic development planning. County leaders recognized an important opportunity to coordinate and pool resources in areas where joint planning can accomplish more for the region’s development than either county’s independent efforts.

Every five years, the Sonoma-Mendocino Economic Development District (SMEDD) unites the counties of Mendocino and Sonoma in creating a joint Comprehensive Economic Development Strategy (CEDS) for the two-county region. Funded by the federal Economic Development Administration and with input from local partners and community members, this multi-year strategy aims to uncover untapped economic potential in the region and to secure a robust and stable regional economy. The District is responsible for overseeing completion and implementation of the Sonoma-Mendocino CEDS. The 2022 CEDS was recently completed by a regional strategy committee.

A CEDS is a federally-required regional economic development plan that must be completed in order to become eligible for various funding programs under the Economic Development Administration (EDA), an agency within the U.S. Department of Commerce. A CEDS should not be viewed solely as a mechanism for qualifying for federal funding. It serves as a roadmap for regional economic development in general linking, leveraging, and aligning local assets and stakeholders to achieve regional goals.

PROJECT BACKGROUND

Over the remaining planning grant term (October 20, 2023 - June 30, 2025) operations and financial administration related to oversight of the Sonoma Mendocino Comprehensive Economic Development Strategy (CEDS) will be managed and administered by SMEDD Board of Directors. The RFP is for contract services to provide several key duties and report directly to the SMEDD Board of Directors to achieve the scope of work. The proposed contract will be for the remainder of the

planning grant term, which ends June 30, 2025.

GENERAL SCOPE OF SERVICES

SMEDD is funded annually by a grant from the U.S. Department of Commerce, Economic Development Administration. This grant is matched by in-kind contributions consisting of staff time from the County of Mendocino and the County of Sonoma's Economic Development Board. Delivery of many of the required services necessitates coordination with those entities.

The current annual budget for SMEDD is \$140,000 of which half is provided by in-kind donations from the above indicated counties. SMEDD also has currently another \$200K+ of supplemental funds (one time) that can be drawn for appropriate projects.

The District Manager services will provide the following:

- Develops an event calendar and implements programs that align with the organization's vision, mission, and goals.
- Plans, coordinates and implements SMEDD activities and projects.
- Measures the performance of programs and makes adjustments to optimize results.
- Monitors program budget and expenditures and reports regularly to the SMEDD Board on the same.
- Creating messaging based on existing CEDS data and public outreach best practices.
- Works with partners on special events that publicize the organization and its programs to the community.
- Prepares and submits required reports to the US Department of Commerce, Economic Development Administration in a timely fashion.
- Attends all Board Meetings, Standing Committee Meetings and upon request attends Ad Hoc Committee Meetings.

Note: SMEDD is seeking contractors with knowledge of and experience with under-represented populations and the ability to speak, read and write Spanish is a plus.

The District Manager will also act as the fiscal agent to provide the following services.

- Establish, manage, and maintain a system of internal controls, accounting records, and documentation of the receipt and disbursement of funds in compliance with standard accounting procedures.
- Comply with Office of Management and Budget Uniform Administrative Requirements, Cost Principles, and Audit Requirements (2 CFR Part 200)
- Depositing grant funds into a single, interest-bearing account and maintaining accurate records of all transactions.
- Prepares and disseminates financial reports on a quarterly basis pursuant to federal reporting requirements.

PROJECT BUDGET

The projected budget is \$150,000

PROPOSAL CONTENT

- Outline how you will support the SOW Attached

TERMINATION OF CONTRACT

SMEDD will require standard termination clause language in the proposal. Please provide this information in the final proposal.

REFERENCES

- Please include a relevant client list related to program/project management and number of years who have worked them.
- Please provide contact information to three relevant references that can speak to services program/project management services.

PROPOSAL SUBMISSIONS

Proposals must be received by end of day on Friday, **November 24, 2023 PST**

All eligible proposals will be reviewed and finalized by the SMEDD Board. All agencies submitting proposals will be notified via email or mail on the status and the final selection.

If there is more than (1) one vendor for final consideration, SMEDD may require the final vendors to appear for a remote interview or provide additional information to determine the final candidate.

EVALUATION OF PROPOSALS

- TBD