



**BOARD MEETING AGENDA**

February 18, 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 FEBRUARY 18, 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](mailto: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: 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, Rebekah Heinz, Bradley Johnson, 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.*

None

**4) AGENDA ADJUSTMENTS – DISCUSSION/ACTION**

None

Lisa Badenfort joined the meeting

**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 January 21, 2021 Board Meeting Minutes

**Motion by:** Mary Anne Petrillo to approve the January 21, 2021 Board meeting minutes

**Seconded by:** Jeff Kelly

**Public Comment:** None

**Roll-call:** Mary Anne Petrillo yes, Jon Frech yes, Mike Nichols yes, Robin Bartholow yes, Lisa Badenfort yes, Jeff Kelly yes, Paul Castro not present

**Vote:** 6-0-0

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

*The District's Fiscal Analyst will provide a monthly financial report to the Board. The Fiscal Analyst will discuss the annual budget process and formation of a budget ad hoc committee to assist staff with creating the FY 2021-22 annual budget.*

Heinze presented report: Over the first two quarters: expenses of \$15,000 for contract with EDFC for administrative services; EDB staff salaries and benefits at \$27,253. Fiscal analyst is waiting on an updated budget from Sonoma County to include the \$400,000 grant in the SMEDD budget.

Paul Castro joined the meeting

Request formation of an ad hoc budget committee to discuss staff proposed budget for the upcoming year before presenting to the Board in May. Requesting 3 volunteers with time expected to be approximately three hours for two meetings.

**Motion by:** Jeff Kelly to form an Ad Hoc Budget Committee for 2021

**Seconded by:** Mary Anne Petrillo

**Public Comment:** None

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

**Vote:** 7-0-0

Volunteers for the committee

Jeff Kelly, Jon Frech, Robin Bartholow

**8) 2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE - DISCUSSION (15 min)**

*Staff will provide an update to the Board on the 2021 CEDS project.*

Sandeen: In the RFP process to hire a consultant: proposals due Feb 19<sup>th</sup>; will send to Ad Hoc Comprehensive Economic Development Strategy Committee; Feb 25<sup>th</sup>: review/evaluation completed; March 1 interviews; March 10<sup>th</sup> award; staff will send out a detailed time-line.

**9) BOARD MEMBER BIOGRAPHY PRESENTATIONS – DISCUSSION (20 min)**

*Mike Nicholls, Board Chair, and Mary Anne Petrillo, Vice Chair, will present a biography on themselves to the Board.*



**Mike Nicholls:** 4<sup>th</sup> generation San Franciscan 2 children; graduated Cal Poly in food science; worked in MN and WI as plant manager for Green Giant etc.. Back to CA; worked for Tri Valley Growers; international partner food brokerage firm. Retired in 2008. Has done a lot of international travel; active in lower Russian river community; on a variety boards, including local and regional broadband, Sonoma Clean Power, EDB, Cazadero Comm Services and more. Has been with SMEDD since formation; brings to table strengths – experience in local issues, problem solving, collaborative work ethic, well organized; knowledgeable re: meeting structures, knows Mendocino and Sonoma supervisors; interested in solving issues particular to our bi-county region; listed his various goals including bringing the Fort Bragg accessory dwelling plans model to Sonoma Co.; has been with his husband 39 years. Through genealogy tracing, made contacts with people across the globe.

**Mary Anne Petrillo:** Professional background: started career as graphic designer before computers, visual design for business communications – led to marketing; owned business downtown San Francisco originally from NY. Worked on trade shows construction, health care banking industries etc. As technology advanced, chose to go into corporate - scientific learning – product sold to school districts; use of technology in teaching, training, working with neuro scientists to make their language more accessible focus on learning disabilities program director of Marketing; oversaw communications, selling to school districts; ran one of the first products that was an intersection between entertainment and education technology. From that work landed in job with CISCO systems in Silicon Valley as Director of Marketing for Corp Social Responsibility; has traveled extensively. When 16 years visited Mendocino a decided wanted to live there eventually. When made final move to Mendocino, still working remotely for CISCO. Then took position with West. Originally from Yonkers, NY, graduated from San Francisco State. Raised her kids in Berkeley. Current goal to introduce new thinking and new ideas to assist small businesses in their development.

Robin and Paul will present at the March meeting.

#### **10) SMEDD ON-BOARDING PROCESS – DISCUSSION (15 min)**

*The Board and staff will discuss the District's on-boarding process, including required trainings and forms.*

Sandeen: Reminded board members to work on their matrix of board trainings and forms except for Brown Act training which has been postponed. The same trainings done for another board are transferrable, except for the filing of the CA Form 700.

Staff is in conversation with Sonoma and Mendocino County Counsels for some provision of counsel and trainings access. An outside source of legal counsel will also be needed for specific things; staff is exploring potential funding for that. Staff will draft letter of engagement requested by Mendocino County Counsel to be approved at the March meeting. Mendocino will request Board of Supervisor direct his office to provide certain services pro bono.

Staff is looking at an on-line system to store and track all info, trainings, etc. for the board. Initially, Sonoma EDB is considering covering the cost of \$5,000 with \$500 start-up fee.

#### **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.*

Jon Frech left the meeting

Paul Castro reported that so far, Sonoma County reports that there are not any public sites where fire mitigation work is needed to utilize the \$959,000 available from the State Division of Labor to employ individuals. Using the funds for work on private properties would include a number of hurdles. Paul will continue to reach out to try to find areas that will meet the requirements. Mike discussed the Mill Creek Rd. area where 100 homes, mostly low-income homes were lost and most haven't been replaced. Efforts will be made to communicate with Mendocino County to look at shared opportunities for both areas and to create a rapid response tree. Utilizing local people for fire recovery work and construction is an important goal.

Staff will schedule the Ad Hoc Disaster Workforce and Site ID Committee and Paul will prepare a written report for the March meeting.

## **12) SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION**

- Report from the Disaster Workforce and Site ID Ad Hoc Committee
- Analysis of previous CEDS projects/ successes (can be used to fund-raise) – staff presentation
- Funding raising to augment budget – Action item
- Update on RFP process for CEDS update contract
- Ad Hoc Budget Committee report; budget report with \$400,000 grant included
- Board Retreat (schedule when Mendocino new board members fully on-board, fund raise for facilitator; list of potential facilitators, focus on “what is our charge/function to keep from taking on too much”)

Robin Bartholow left the meeting

## **13) MEETING ADJOURNMENT - ACTION**

**Motion by:** Jeff Kelly to adjourn at 11:47

**Seconded by:** Lisa Badenfort

**Public Comment:** None

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

**Vote:** 5-0-0



**SMEDD BOARD PACKET ATTACHMENTS**

- A. DECEMBER 2020 SMEDD BOARD MEETING MINUTES**
- B. DECEMBER 2020 SMEDD FINANCIAL REPORT**

DRAFT