



BOARD MEETING AGENDA

October 21, 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 OCTOBER 21 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 10:02 am

2) ROLL CALL: Present: Sonoma:

Jon Frech- Absent

Mary Anne Petrillo-Present

Katrina Kessen-Absent / Joined late.

Paul Garza-Present

Lisa Badenfort-Present

Robin Bartholow-Present

Jeff Kelly-Present

Mike Nicholls-Present

Paul Castro-Absent

Staff Present: Sonoma EDB: Ethan Brown, Bradley Johnson, Rebekah Heinze; Mendocino: Robin Peckham, Robert Gernert

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

-Agenda Item 9. Lisa Badenfort’s bio moved to the December meeting agenda due to time constraints.

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.

-No Conflict of Interest

6) CONSENT ITEMS

a. Approval of Previous Board Meeting Minutes

a. DRAFT SMEDD Board Meeting Minutes 9.16.2021.pdf - 4

Motion to approve 9.16.2021 Board Meeting Minutes: Paul Garza

Second: Jeff Kelly

Role Call Vote:

Jon Frech: yes, Mary Anne Petrillo: yes, Katrina Kessen: yes, Paul Garza: yes, Lisa Badenfort: yes, Robin Bartholow: yes, Jeff Kelly- yes Mike Nicholls: yes

Motion Passed

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

a. September 2021 Financial Reports

Monthly Financial Report: The district’s fiscal analyst will provide a monthly financial report to the board.

Rebekah Heinze presented the report. Garza asked about projected deficit. Heinze explained the drawdown process and timing. Overall EDA will not be in a deficit. Money came in last year and is being utilized this year.

b. September 2021 Reimbursement Request

Rebekah Heinze presented the details of the reimbursement request.



Petrillo asked what amount is set aside in the budget for the implementation of CEDS thru 6/2022? Heinze will look up and follow up. Badenfort: since we have a two county system, it would be helpful to see in a summary document what is allocated to SMEDD staffing budget-wise; it would be helpful to see what makes up the formal financing structure of SMEDD with everything in one report. Petrillo agrees with that approach – how will we be using our dollars towards EDA projects. How many hours are assigned to the staff and where are the funds coming from? Heinze: there are unbudgeted funds from the supplemental grant. Petrillo: is CEDS coming out of supplemental? Heinze: yes, correct.

Motion to approve the September 2021 Reimbursement Request: Paul Garza
Seconded by: Mike Nicholls

Role Call:

Jon Frech: yes, Mary Anne Petrillo: yes, Katrina Kessen: yes, Paul Garza: yes, Lisa Badenfort: yes, Robin Bartholow: yes, Jeff Kelly- y Mike Nicholls: yes

Motion Passed

8. AD HOC COMMITTEE REPORTS - DISCUSSION

Ad Hoc Committees will report to the Board on recent progress.

a. SMEDD Ad Hoc Written Reports 10.21.21.pdf – 26

b. Bylaws Ad Hoc

The Bylaws Ad Hoc will provide an update to the Board on the creation of bylaws governing District operations.

Garza – the committee is planning to meet one more time to draft code of conduct and incorporate those into the bylaws. Recommend strong recusal clause to keep us from voting on issues we have an interest in. It is important to have the ability to remove members who do not attend. The Joint Powers Agreement currently does not include that authority. Petrillo: when might this be completed? Garza: hopeful by next meeting. Badenfort: regarding items such as the disclosure policy and the Conflict of Interest policy, how do we make sure the structure and the lines are clear?

c. 2021 Comprehensive Economic Development Strategy (CEDS) Ad Hoc

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

a. survey-results_09-24.pptx – 27



Bradley Johnson went over summary included in agenda. There will be a final focus group. The survey is closed. Draft CEDS should be ready for review by the Board by 11/1/2021 and presented at 11/18/2021 meeting. Final draft will be presented at the 12/16/2021 meeting. Petrillo: is the catalyst sheet the commitment that the SMEDD Board is taking on and is it based on funding we currently have from the EDA? Johnson: yes, this is the action in SMEDD's 5 year plan for the CEDS using allocated EDA funding that we have and will be used as an outline to apply for more funding. Sandeen: supplemental Covid grant is also supporting positions to help with implementation. Petrillo: this is already funded? Will staff be redirecting to the 5 projects going forward? Johnson: yes these are the projects SMEDD will be endorsing. Badenfort: Ad Hoc is still in a process of submitting feedback; they have questions around stakeholders and partners, who is there, who is missing, what is the relationship to the CEDS, the staffing the projects? As we identify project and support additional staffing – be thoughtful about what is happening in the community and what the Board's role is. What kinds of projects are happening in SMEDD's name? Garza: how will metrics be tracked? Johnson referred to Sandeen re: tracking broadband metrics. Sandeen: catalyst sheet was shared with the strategy committee – additions and changes have been discussed to get it in the best position for public comment period (30 days) and EDA will want to see the draft and final draft with comments incorporated. Badenfort: what are the next steps and decision making process/authority? Johnson: steering committee & Ad Hoc will work thru putting best thoughts out by 11/1 – between 11/1-11/18 board is expected to review the CEDS in whole, 11/18 discussion re: comments questions and concerns – will be incorporated into CEDs draft 2.0. and public review will end in early December. Draft 3.0 will be distributed to the Board and 12/16/2021 meeting Board approval will be required in order to turn into the EDA. Nichols: we may wish to call a special meeting prior to 11/1. Garza: concerned about timeline – complex document but Badenfort is correct that there needs to be adequate time for the board to review. Johnson: we are obligated to turn in draft by 10/31. CS: we have asked the EDA for extensions – extended two months beyond 10/30. We do not want to extend any more deadlines. Petrillo: it is important to show deliverables in the 5 year plan to the EDA. Could we compile and send out to board and then call a special meeting? Garza: is there any latino participation? Johnson: tried for more representation including outreach in spanish and went on spanish radio stations. The clock has expired for outreach. Sandeen: still 30 days for public comment – would the board like to assist? Brown: it would cost approximately \$10,000 to translate the 68 page CEDS draft. Petrillo: the equity issue is a good point. Can the board get a word document with a compilation with steering committes' thoughts by Monday so they can call a special meeting next week? Johnson would like to defer his answer until the CEDS meeting this afternoon with EPS available. Sandeen: have any other board members had experience with the entire board reviewing docs before the review comment period since the special meeting will produce a public document. Garza: there should be no issue with the draft being made available to the public. Kelly: how will the public give feedback? Johnson: mailing list and Johnson will provide his email address.



d. Communications Ad Hoc

The Communications Ad Hoc will report to the Board on progress made to create a communications strategy to improve branding coordination for public outreach and in work products.

Kelly: CEDS will be the centerpiece – once we have the draft we will have more material – the draft will be the document to elevate grant and funding requests.

e. District Financials/Budget Ad Hoc

Sandeen: Ad Hoc created for annual budget – usually meets before year end. No reports at this time. Brown: Ad Hoc committee ends after a year and becomes a standing committee or gets disbanded. Nicholls: the Chair can rename the committee for 2022 or let the matter rest. Sandeen: will talk with Heinze to see if she has a need for this Ad Hoc group. Petrillo: perhaps there needs to be a finance or budget steering committee. We need more clarity and a discussion regarding Ad Hoc and steering committee – this should be an agenda item for next month. Bartholow: Workforce Ad Hoc was formed around particular efforts that Castro had in mind – if Castro is no longer involved we may need to table the ad hoc. Petrillo: what comes out the CEDS may require ad hoc.

f. Disaster Workforce Ad Hoc

Bartholow suggested that we need to talk about adding another person. Petrillo: let's circle back.

9. BOARD MEMBER BIOGRAPHY - DISCUSSION

Lisa Badenfort's presentation deferred until the December meeting

10. PUBLIC BANKING PRESENTATION - DISCUSSION

a. SMEDD Public Bank.pptx - 65

Kelly gave a presentation on public banking, including the economic development advantages of starting a Public Bank, process of obtaining a Public Bank Charter that includes conducting a feasibility study, obtaining voter approval, and submitting an application to the DFPI.

11. STAFF UPDATE - DISCUSSION

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

Sandeen: just operational task with the EDA for progress reporting. Working on business plan. Coordinating broadband work.



12. SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION

Further discussion regarding District Financials/Budget Ad Hoc and steering committee.

13. MEETING ADJOURNMENT – ACTION 11:59 am

Motion to adjourn: Mike Nichols

Second: Paul Garza

Roll call vote:

Jon Frech: yes, Mary Anne Petrillo: yes, Katrina Kessen: yes, Paul Garza: yes, Lisa Badenfort: yes,
Robin Bartholow: yes, Jeff Kelly- y Mike Nicholls: yes