



**Sonoma Mendocino Economic Development District
Board of Directors Meeting - Friday, December 8, 2023, at 1:00 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

Mendocino County Executive Office - (707) 463-4441
Conference Room A
501 Low Gap Road
Ukiah, CA 95482

Ingress & egress is closest from the parking lots to the right of the traffic circle. Persons with disabilities will find parking available to the left main building entrance. Enter through the front glass doors of the main building (faces N/NE towards Low Gap Road). The Executive Office is immediately to the left after entering the main building. Personnel at the front desk can guide you to the conference room if helpful.

and

Sonoma County Economic Development Board - (707) 565-7170
141 Stony Circle, Suite 110, **Santa Rosa**, CA 95401



AGENDA
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141 Stony Circle, Suite 110, **Santa Rosa**, CA 95401

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

Vacancies:

- Board Member Sonoma Appointment Vacant Seat
- Board Member At-Large Vacant Seat

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.

CONSENT CALENDAR

Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Unless otherwise requested by a Board Member, there will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Calendar and will be considered separately.

There will be one opportunity for public comment on all consent items. Comments are limited to 3 minutes each, and the Chairperson may limit this time if reasonable under the circumstances.

Item 1 Approval of Check Register as of November 30, 2023

MATTERS FOR CONSIDERATION - Action Items

Item 2 Consider and award SMEDD Administrative Services Contract, and Adopt Resolution Authorizing Execution of Contract

Item 3 Discussion and Consideration of Recruitment and Appointment of new SMEDD Board Members from the County of Sonoma, and Consideration of SMEDD Appointment of the At-Large Seat

Item 4 Receive and File 2024 Board of Directors Tentative Meeting Calendar

DISTRICT MANAGER'S REPORT

UPDATES

- FY 23-24 Comprehensive Economic Development Strategy Update Process Report
- Q2 2024 Biomass Utilization Symposium

Letters of Support

Issued:

- Regenerative Forest Solutions, Woody FeedStock Pilot Project, CalFire, Submitted 9/27/2023
- Regenerative Forest Solutions, Woody FeedStock Pilot Project, Bay Area Council, Submitted 9/27/2023
- Mendocino Forest Products, CalFire Biomass-to-Hydrogen Grant Application, Submitted 9/15/2023
- West Business Development Center, CalOSBA Blue Economy iHub, Submitted 8/31/2023
- Regenerative Forest Solutions, Woody FeedStock Pilot Project, USDA Forest Service, Submitted 8/9/2023
- Regenerative Forest Solutions, NCRP Woody FeedStock Pilot Project, Submitted 8/9/2023
- Sonoma County Meat Company, USDA Local Meat Capacity grant, Submitted 6/21/2023
- Noyo Harbor, Submitted 4/24/23

EDA Supplemental Work Plan Status & Budget Update

- Work plan almost complete; grant period ends June 30, 2024; final report due subsequently.

FUNDING OPPORTUNITIES

- Jobs First Catalyst Funds
- EDA PWEAA Assistance: Hydrogen Highway Feasibility Study

BOARD MEMBER REPORTS OR COMMENTS

Time reserved for members of the Board to report on AdHoc Committee activities and to speak on matters not otherwise appearing on the agenda. No Actions.

UPCOMING EVENTS THAT MAY BE OF INTEREST - not necessarily SMEDD connected

- **December 12, 2023** [Climate Innovation Program Forests and Agriculture Workshop](#)
- **April 2024** Biomass Utilization Symposium (hosted by SMEDD et al)
- **April 10-12, 2024** CALED Annual Conference

ADJOURNMENT by Robin Bartholow, Chairperson

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



SONOMA MENDOCINO ECONOMIC DEVELOPMENT DISTRICT
Check Register
Checks Issued Through November 30, 2023

Transmittal on December 8, 2023, to the Board of Directors at their Board Meeting

Check No.	Amount	Check Date	Paid to (Payee)	Description
1300	\$2,956.50	1/4/2023	William Adams; Johnson and Thomas LLC	Legal Services
1301	\$28,280.22	1/4/2023	US Dept of Commerce / NOAA	Reimbursement to Grantor (EDA) of unexpended Partnership Planning grant funds: Grant No. ED17SEA3020055; Period 7/1/2017 - 6/30/2022
1302	\$20.00	3/1/2023	Streamline	Web Service
1303	\$28,303.55	3/17/2023	County of Sonoma	Sonoma County staff reimbursement for services for Partnership Planning grant funds: Grant No. ED17SEA3020055; Period 7/1/2017 - 6/30/2022
1304	\$225.00	3/17/2023	Marie Jones Consulting	Provided CEDS Project Prioritization Services
1305	\$6,786.95	7/12/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects December 2022
1306	\$8,426.75	7/12/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects January 2023
1307	\$10,000.00	8/11/2023	AgInnovations	Ag Innovation Hub Brainstorming Workshop 5.30.2023
1308	\$12,893.95	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects FEBRUARY 2023 Planning Grant
	\$29,172.25	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects FEBRUARY 2023 Supplemental Grant
1309	\$4,900.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MARCH 2023 Planning Grant
	\$38,390.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MARCH 2023 Supplemental Grant
1310	\$9,302.00	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects APRIL Planning Grant
	\$28,543.45	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects APRIL Supplemental Grant
1311	\$9,155.75	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MAY Planning Grant
	\$19,027.50	8/11/2023	Regional Government Services	Professional Services - Administration; CEDS; EDA Grant Projects MAY Supplemental Grant



DATE: December 8, 2023

TO: Board of Directors

FROM: SMEDD Management RFP Review Ad Hoc - Paul Garza Jr. and Lisa Badenfort
SMEDD Management Analyst - Bradley Johnson

SUBJECT: Consider and Approve the Ad Hoc Committee's recommendation to award a contract Regional Government Services for professional services for general administration and District management of the Sonoma Mendocino Economic Development District through June 30, 2025.

STATEMENT OF ISSUE: The purpose of this item is to consider and award the SMEDD Management RFP Review Ad Hoc Committee's recommendation to award the proposal for professional services for general administration and District management of the Sonoma Mendocino Economic Development District (SMEDD) through June 30, 2025.

SUMMARY OF RECOMMENDED ACTION:

Approve the SMEDD Management RFP Review Ad Hoc Committee's recommendation to award the proposal from Regional Government Services for professional services for general administration and District management of the Sonoma Mendocino Economic Development District (SMEDD) 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:

On October 20, 2023, the SMEDD Board of Directors approved a motion to procure professional services for administrative services for the District. The scope of the procurement was for the delivery of the following services through the end of the District's current grant cycle, June 30, 2025, and was budgeted for remaining planning grant funds, \$150,000. The scope of services outlined in the request for proposal were:

- Develop an events calendar and implement programs that align with the organization's vision, mission, and goals.

- Plan, coordinate and implement SMEDD activities and projects.
- Measure the performance of programs and make adjustments to optimize results.
- Monitor 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.
- Prepare and submit required reports to the US Department of Commerce, Economic Development Administration in a timely fashion.
- Attend all Board Meetings, Standing Committee Meetings and upon request attends Ad Hoc Committee Meetings.
- 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)
- Deposit grant funds into a single, interest-bearing account and maintain accurate records of all transactions.
- Prepare and disseminate financial reports on a quarterly basis pursuant to federal reporting requirements.
- Coordinate Board meetings and materials in compliance with the California Ralph M. Brown Act (Brown Act).
- Communicate procedures in compliance with the Brown Act and Robert's Rules of Order.

DISCUSSION:

The request for proposal solicited two proposals from professional firms:

- 1) Regional Government Services, offered the following scope of work with a budget of \$119,700* for 18 months:
 - Coordinate agenda packet creation and Board and Committee meetings;
 - Maintain/enhance SMEDD website and other communication resources;
 - Maintain financial records and perform accounting transactions;
 - Provide EDA reporting;
 - Pursue funding opportunities as appropriate;
 - Coordinate project and stakeholder activity reports; and
 - Implement key convenings and/or events.

*The proposal includes the provision to allow for additional services beyond the scope of this package if requested.

- 2) Stone Creek Partners proposed the following scope of work with a budget of \$185,000 for 18 months:
 - Planning, coordinating and Implementing SMEDD Program Activities and Projects;
 - Program Monitoring for Effectiveness;
 - Program Messaging;
 - Special Event Collaboration;

- Meeting Participation;
- EDA Reporting;
- Monitoring and Reporting regarding Program Budget and Expenditures;
- Maintaining Accounting Records pursuant to OMB Requirements; and
- Brown Act Compliance.

Both proposals were reviewed by the SMEDD RFP Review Ad Hoc Committee, who determined that the proposal that best responded to the solicitation and fits the needs of the District is the proposal from Regional Government Services. The criteria used to evaluate the proposals were:

- 1) Compliance with requirements outlined in the RFP
- 2) Response to scope of work
- 3) Experience and Qualifications
- 4) Budget and Value
- 5) References and past performance

While both proposals offered their own individual benefits, the Ad Hoc Committee determined that the Regional Government Services proposal scored better in comparison.

ALTERNATIVES:

1: Approve the Ad Hoc Committee’s recommendation to award a contract to Regional Government Services for professional services for general administration and District management of the Sonoma Mendocino Economic Development District (SMEDD) through June 30, 2025.

2: Consider, *modify*, and authorize the Ad Hoc Committee’s recommendation to award a proposal.

3: Other approach(s) may be developed after public comments and Board deliberations.

4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Approve the Ad Hoc Committee’s recommendation to award a contract Regional Government Services for professional services for general administration and District management of the Sonoma Mendocino Economic Development District (SMEDD) through June 30, 2025.



DATE: December 8, 2023

TO: Board of Directors

FROM: Josh Metz, Regional Government Services, District Manager
Brad Johnson, Sonoma County Economic Development Board, Management Analyst

SUBJECT: Discuss and Consider Recruitment and Appointment of a new Board Member to the At-Large Seat appointed by the SMEDD Board. Provide Direction to the General Manager if appropriate.

STATEMENT OF ISSUE:

The purpose of this item is to update the Sonoma Mendocino Economic Development District (SMEDD) Board of Directors on the status of Board recruitment efforts in Sonoma County, provide an update on County processes, and recommendations to fill the vacant board positions.

FINANCIAL IMPACTS:

There are no anticipated financial impacts.

BACKGROUND:

The SMEDD Board has nine seats. Two of these seats have been vacant for several months. One vacant seat is to be appointed by the County of Sonoma; the remaining vacant seat is a singular At-Large seat to be appointed by the Board of Directors of the SMEDD. The purpose of this item is to provide the Board with the opportunity to discuss and take action as may be appropriate to filling the one vacant SMEDD Board seat that must be appointed by the Sonoma County Board of Supervisors, and/or the final vacant Board seat is the At-Large seat that must be appointed by the SMEDD Board of Directors.

DISCUSSION:

Sonoma County has received three applications for the Sonoma County vacant seat. The Sonoma County Economic Development Board has reviewed these applications and is prepared to bring a recommendation to the Sonoma County Board of Supervisors at the November 28, 2023, County of Sonoma Board Meeting. The description of the candidates and the Sonoma County Economic Development Board's recommendation are below.

The Sonoma County Economic Development Board (EDB) has reviewed three applications for the vacant Sonoma County SMEDD Board seat. In discussion with SMEDD Board Members representing Sonoma County, it is recommended that the recruitment for the Sonoma County seat remains open to allow for a larger breadth of expertise and experience for consideration. This is a continuation of the discussion and concurrence from the October 20, 2023 regular SMEDD Board meeting.

The SMEDD Board should discuss a process and timeline for recruiting and filling the final remaining vacant seat, which is the Board's only At-Large seat and the only seat appointed directly by the SMEDD Board. The Board may wish to personally recruit candidates, or have the SMEDD post the vacancy on the SMEDD web page, and use other available opportunities to publicize the vacancy and invite interested individuals to apply. An application could be based upon the existing forms used by the Counties. It could be publicized with an application deadline, as "open until filled".

ALTERNATIVES:

1: Discuss and Consider Recruitment and Appointment of a new Board Member to the At-Large Seat appointed by the SMEDD Board. Provide Direction to the General Manager if appropriate.

2: Consider, *modify*, and approve the recommendation to Discuss and Consider Recruitment and Appointment of a new Board Member to the At-Large Seat appointed by the SMEDD Board.

3: Other approach(s) as may be developed after public comments and Board deliberations.

4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Discuss and Consider Recruitment and Appointment of a new Board Member to the At-Large Seat appointed by the SMEDD Board. Provide Direction to the General Manager if appropriate.



DATE: December 8, 2023
TO: Board of Directors
FROM: Brad Johnson, Sonoma County Economic Development Board, Management Analyst
SUBJECT: Receive and File 2024 Board of Directors Tentative Meeting Calendar

STATEMENT OF ISSUE:

The purpose of this item is to discuss and consider the Sonoma Mendocino Economic Development District (SMEDD) Board of Directors 2024 meeting dates.

FINANCIAL IMPACTS:

There are no anticipated financial impacts.

BACKGROUND:

The SMEDD Board of Directors has met monthly on the third Friday of each month and canceled or rescheduled meetings when appropriate. This meeting cadence was established by the Board and can be continued or modified.

DISCUSSION:

The Board should consider continuing or modifying the meeting schedule as they see fit considering the needs of the organization. The District has found it necessary and helpful to the efficient management of the District's business to modify the schedule occasionally. The District's governing documents provide that the District Board should meet at least once a quarter.

ALTERNATIVES:

- 1:** Receive and File the 2024 Board of Directors Tentative Meeting Calendar.
- 2:** Consider, and *modify* the 2024 Board of Directors Tentative Meeting Calendar and after modifications, Receive and File the Modified Calendar.
- 3:** Other approach(s) as may be developed after public comments and Board deliberations.
- 4:** Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Receive and File the 2024 Board of Directors Tentative Meeting Calendar.

Tentative Calendar for Board of Director Meetings

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

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12	13	14	15	16	17	18
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26	27	28				

MARCH

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APRIL

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30						

MAY

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28	29	30	31			

JUNE

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18	19	20	21	22	23	24
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JULY

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30	31					

AUGUST

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27	28	29	30	31		

SEPTEMBER

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OCTOBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
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DECEMBER

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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31

2024

