



**Sonoma Mendocino Economic Development District
Board of Directors Meeting - May 19, 2023, at 1:00 pm PST**

<https://us06web.zoom.us/j/82922778261>

In Person Meeting Locations:

West Business Development Center.

185 E Church Street, Ukiah, CA 95482

West Business Development Center (707) 964-7571

and

Sonoma County Economic Development Board

141 Stony Circle, Suite 110, Sonoma, CA 95401



AGENDA
Sonoma Mendocino Economic Development District
Board of Directors Meeting - Friday, May 19, 2023, at 1:00 pm PST
<https://us06web.zoom.us/j/82922778261>

In Person Meeting Locations:
West Business Development Center.
185 E Church Street, Ukiah, CA 95482
West Business Development Center (707) 964-7571
and
Sonoma County Economic Development Board
141 Stony Circle, Suite 110, Sonoma, CA 95401

CALL TO ORDER by Mary Anne Petrillo, Chairperson

ROLL CALL by Norma Alley

- Chairperson Mary Anne Petrillo
- Vice Chairperson Lisa Badenfort
- Boardmember Robin Bartholow
- Boardmember Jon Frech
- Boardmember Paul Garza Jr.
- Boardmember Jeff Kelly

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 Minutes from February 10, 2023, Board Meeting (*Page 4-11*)

Item 2 Approval of Check Register as of April 30, 2023 (*Page 12*)

MATTERS FOR CONSIDERATION (Action Items):

Item 3 Resolution to Approve Budgets for Fiscal Years 2022- 2023 and 2023-2024 (*Page 13-16*)

Item 4 Approve Adjustment to CARES Act Supplemental Grant Work Plan (*Page 17-21*)

DISTRICT MANAGER'S REPORT

- Agricultural Technologies Innovation Center Brainstorming Session (*Page 23*)
- Timing of a periodic CEDS Review and a Reconvening of the CEDS Strategy Committee
- SMEDD Draft Engagement Plan (*Page 24-38*)

BOARD MEMBER REPORT OR COMMENT

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)

May 30, 2023, Tuesday 10am-2pm Agricultural Technologies Innovation Hub Brainstorming Session

July 11, 2023, Tuesday Grand Opening of the Ukiah Visitor Center

September 21 & 22, 2023 The State of the Redwood Coast Region: Our Elemental Economy, the 3rd annual regional economic development summit, Ukiah, Mendocino County (registration required)

ADJOURNMENT by Mary Anne Petrillo, Chairperson

For a copy of public board packet materials, please visit smedd.org or email Abigail Scott (abigail@smedd.org).

EMERGENCY



**Sonoma Mendocino Economic Development District
Board of Directors Meeting Minutes
February 10, 2023, at 1:00 p.m.
Meeting held virtually over Zoom**

CALL TO ORDER

Chair Petrillo called the meeting to order at 1:05 P.M.

ROLL CALL

Board Present: Robin Bartholow Jon Frech
Paul Garza Jr. Jeff Kelly
Mary Ann Petrillo, Chair

Board Absent: Lisa Badenfort, Vice Chair

Board Vacancies: Three Seats

Professional Support:

Joshua Metz, Economic Development Advisor; District Manager
Tracy Fuller, Economic Development & Finance Advisor; Fiscal Agent
Abigail Scott, Economic Development Advisor; Management Analyst
Harrison Tregenza, Administrative Support; Board Clerk
Ashley Metzger, Communications & Engagement Advisor
Bradley Johnson, Business Strategy Analyst

OPEN TIME FOR PUBLIC EXPRESSION

None.

ACKNOWLEDGEMENTS, ANNOUNCEMENTS, CORRESPONDENCE

Chair Petrillo welcomed Regional Government Services (RGS) advisors as SMEDD's new professional support. Mr. Metz introduced the RGS advisors.

CONSENT CALENDAR

September 8, 2022, DRAFT Regular Meeting Minutes
September 20, 2022, DRAFT Special Meeting Minutes
September 28, 2022, DRAFT Special Meeting Minutes
October 25, 2022, DRAFT Special Meeting Minutes

MOTION: Director Garza and seconded by Director Bartholow to approve the Consent Calendar. Motion was

approved by a 5 Yes/0 No/1 Absent (Badenfort) roll call vote.

DRAFT

FINANCIAL REPORTING

Status (Accounts + People)

Ms. Fuller presented the staff report and Director Kelly provided further information on the status of SMEDD's bank accounts.

Expanding bank account access

Ms. Fuller presented the staff report regarding the steps needed for her to assist the SMEDD Board with fiduciary oversight. Director Garza encouraged staff to explore implementing an electronic signature policy.

Policies Discussion

Ms. Fuller provided a presentation on financial policies, going over investment policy, debt policy, reserve policy, grants policy, banking policy and procedure, procedure for the disbursement of funds, and fiduciary oversight.

Director Bartholow asked if the 'size of the agency' that Ms. Fuller was referring to with regards to these policies was a reference to the volume of financial activity the SMEDD is engaged in. Ms. Fuller responded in the affirmative.

Director Bartholow asked if an ad hoc committee of the Board could be created for the express purpose of approving disbursements that are over a certain dollar threshold. Ms. Fuller advised against this.

Discussion commenced amongst the Board and consensus was met for the Board to adopt a budget and signatory control over approvals of the register of demands.

Board meeting financial reporting format

Ms. Fuller presented the 2022-2023 proposed budget, revenues, expenditures, and the Sonoma County reimbursement.

Chair Petrillo asked Ms. Fuller to confirm if the Sonoma County reimbursement is for services provided in 2017. Ms. Fuller replied that the reimbursement is for wage costs incurred in 2017 and 2018.

Mr. Johnson commented there was never Board action taken in 2018 to reimburse wage costs incurred in 2017 and 2018 and asked the Board do so in order to close out the grant. Chair Petrillo asked how the funds got drawn down. Mr. Johnson replied that SMEDD was operating on an advance basis at the time and was not required to get Board approval before spending the funds. Mr. Metz commented that the funds for the proposed reimbursement are not usable for any function other than this use. Director Bartholow asked if the action on this reimbursement will take place at this meeting or the next. Mr. Metz replied there will be an action item for the reimbursement later in the meeting.

Grants Overview

Not discussed.

Planning Grant

Not discussed.

Supplemental Grant

Not discussed.

DRAFT

BUSINESS ITEM: COUNTY OF SONOMA REIMBURSEMENT

Mr. Johnson provided the staff report on the categories of the reimbursement.

MOTION: Director Garza and seconded by Director Bartholow to approve reimbursement of \$28,303.55 of previous planning grant (FY 2017-2022) funding to the County of Sonoma for allowable and approved staffing expenses. Motion was approved by a 5 Yes/0 No/1 Absent (Badenfort) roll call vote.

BUSINESS ITEM: PROPOSED SUPPLEMENTAL GRANT BUDGET AMENDMENT

Professional Services

Mr. Metz presented on options explored with the U.S. Economic Development Administration (EDA), going over the supplemental grant, and the EDA's spending recommendation.

Contractual Services

Mr. Metz continued his presentation, discussing staff and salary expenses to be included in the proposed budget amendment.

Travel Expenditures

Mr. Metz continued his presentation, discussing travel expenses to be included in the proposed budget amendment.

Indirect Costs

Mr. Metz continued his presentation, discussing the 10% de minimis expenses to be included in the proposed budget amendment and reviewed the next steps after the budget amendment was to be approved, which could entail RGS bringing a proposed work plan for professional services to a future Board meeting for consideration.

Chair Petrillo asked if funds allocated for grant writing purposes could be spent on applying to grants for other activities. Mr. Metz replied in the affirmative. Mr. Johnson added more information would be brought back to a future meeting if RGS' proposed work plan was approved.

Ms. Bartholow asked what SMEDD can do to facilitate projects being done. Mr. Metz answered SMEDD can find Coronavirus Aid, Relief, and Economic Security Act (CARES Act) activities which align with SMEDD's strategic initiatives.

Chair Petrillo encouraged that staff find out if grant writing services are a service that can be provided to SMEDD. Mr. Metz commented RGS staff was continuing to communicate with the EDA regarding this subject.

Director Garza asked what the EDA is telling RGS staff with regards to getting started on the supplemental grant projects. Mr. Metz answered the supplemental grant was specifically for COVID recovery and projects needed to meet the CARES Act requirements in order to qualify for funds.

Director Bartholow spoke in support of Mr. Metz and Director Garza's comments.

MOTION: Director Garza and seconded by Director Bartholow authorizing RGS to submit the budget amendment presented (Travel - \$9,000, Contractual - \$25,000, Other (Professional Services) - \$180,000, Indirect Charges (10% de minimis) - \$23,778, for a total of \$237,778). Motion was approved by a 5 Yes/0 No/1 Absent (Badenfort) roll call vote.

Mr. Metz requested the Board's direction for staff to bring back a plan to convene partners and provide technical assistance for targeting grant funds which will increase the region's economic recovery and resiliency from COVID-19. Director Garza spoke in favor of Mr. Metz's proposal.

DRAFT

BUSINESS ITEM: CEDS PROJECT STATUS

Project status assessment

Mr. Johnson reported the project was going well and there was nothing to report.

BUSINESS ITEM: COMMUNICATIONS

Website/Social Media Status

Mr. Metz provided the staff report and shared that RGS has created a draft website for SMEDD.

MOTION: Director Kelly and seconded by Director Garza approving RGS to take the new SMEDD website live and publicize the website. Motion was approved by a 5 Yes/0 No/1 Absent (Badenfort) roll call vote.

Document Management

Not discussed.

BUSINESS ITEM: CALENDAR REVIEW

Board Meeting Dates - Proposal was for the Fourth Monday of month from 3:00-5:00 p.m.

Chair Petrillo reported that the proposed date does not fit with Director Kelly's schedule.

Director Bartholow asked if the Board will have to be meeting in person going forward. Chair Petrillo answered in the affirmative.

Ms. Fuller commented that the COVID-19 state of emergency does not end until March 1 and suggested the Board could hold a virtual special meeting before that date. Chair Petrillo suggested holding a virtual special meeting on February 24, 2023, at 1:00 P.M. Directors Garza, Bartholow, Kelly, and Frech confirmed they would be able to attend.

Director Kelly left the meeting at 2:31 p.m. Chair Petrillo announced there was no longer a quorum of Directors; therefore, she adjourned the meeting.

Critical EDA Reporting Deadlines

Not discussed.

EDA Seattle EDD Regional Roundtable, March 23-24, 2023

Not discussed.

Planned Events

Not discussed.

BUSINESS ITEM: BOARD MEMBER RECRUITMENT

Not discussed.

ADJOURN

Chair Petrillo adjourned the meeting at 2:34 p.m.

APPROVAL:

ATTEST:

Mary Ann Petrillo, Chair of the Board

Norma I. Alley, MMC, Clerk of the Board

DRAFT



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

Transmittal on May 19, 2023, to the Board of Directors at their Board Meeting

Check No.	Amount	Date	Paid to	Description
1300	\$2,956.50	1/18/2023	William Adams; Johnson and Thomas LLC	Legal Services
1301	\$28,280.22	2/10/2023	US Dept of Commerce / NOAA	Reimbursement to Grantor of grant funds from several years ago
1302	\$20.00	3/7/2023	Streamline	Web Service



DATE: May 19, 2023
TO: Board of Directors
FROM: Tracy Fuller, RGS Senior Advisor, Fiscal Agent
SUBJECT: Resolution to Approve Budgets for Fiscal Years 2022-2023 and 2023-2024

STATEMENT OF ISSUE: The purpose of this item is to approve SMEDD budgets for the current fiscal year and the upcoming fiscal year.

SUMMARY OF RECOMMENDED ACTION:

Adopt a resolution to approve SMEDD Budgets for Fiscal Years 2022-2023 and 2023-2024.

FINANCIAL IMPACTS:

There are no direct financial impacts in the form of direct costs for establishing budgets.

BACKGROUND:

SMEDD benefits from general financial planning. The organization should annually adopt a high level general budget that addresses its large categories. SMEDD Budgets are planning tools and theoretically may be revised by the Board of Directors at any time, with the caveat that grant budgets are subject to review and approval under the terms of the grant. Since SMEDD's budget reflects grant funds, it necessarily reflects budgets approved by the grantor.

SMEDD is currently funded by two U.S. Department of Commerce Economic Development Administration grants:

Planning Grant No. ED22SEA3020033 = \$210,000 plus a \$210,025.59 match from Mendocino and Sonoma counties

Supplemental Grant No. ED20SEA3070045 = \$400,000 (no match required)

As of April 30, 2023, the \$210,000 portion of the Planning Grant had approximately \$173,859.60 remaining, with approximately \$10,000 in demands (invoices) not yet paid. This grant expires on June 30, 2025.

As of April 30, 2023, the Supplemental Grant had approximately \$102,916.66 remaining, with approximately \$10,000 in demands (invoices) not yet paid. This grant expires on June 30, 2023; a one-year extension of the grant has been requested.

DISCUSSION:

Please see the Proposed SMEDD Budgets below. The budgets reflect the very highest level overview Budgets - total revenues and expenditures by grant. These budgets project revenues and expenditures in this way to establish general authority for the categorization, processing, and payment of liabilities, while still maintaining the flexibility to approve refinements within the grants themselves, which allows the grant budgets to be refined or revised without having to also readopt the overall SMEDD budget. This is a method commonly used for adopting grant budgets within an overall organizational budget.

The Board has approved more detailed budgets for specific projects. The notable recent example being the detailed \$237,778 budget for the remaining Supplemental Grant and its \$180,000 Work Plan which was approved in February 2023. Action on this agenda item does not modify the details of that estimated budget.

REVENUES equal EXPENDITURES	BEGINNING MULTIYEAR TOTAL GRANT AWARD	PREVIOUS YEARS EXPENSES FYS 2021 & 2022	CURRENT YEAR REVISED BUDGET FY 2022-2023	DRAFT PROPOSED BUDGET FY 2023-2024	DRAFT PROJECTED BUDGET FY 2024-2025
FEDERAL GRANTS					
PLANNING GRANT 7/1/2022 - 6/30/2025					
Total Federal Funding	\$ 210,000.00	<i>Outside the Period</i>	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00
Total Non Federal Funding*	\$ 210,025.29	<i>Outside the Period</i>	\$ 70,008.43	\$ 70,008.43	\$ 70,008.43
SUPPLEMENTAL GRANT 7/1/2020 - 6/30/2023					
Total Federal Funding **	\$ 400,000.00	\$ 153,846.93	\$ 246,153.08	<i>Outside the Period</i>	<i>Outside the Period</i>
Total Non Federal Funding	\$ -	\$ -	\$ -		
GRAND TOTAL	\$ 820,025.29	\$ 153,846.93	\$ 386,161.51	\$ 140,008.43	\$ 140,008.43

*Matching Funds required of Counties

**It is hoped that the Supplemental Grant deadline will be extended. If that occurs, it is proposed that unspent funds as of 6/30/2023 be reallocated or rebudgeted in FY 2024. This is currently estimated to be between \$80,000 and \$100,000.

ALTERNATIVES:

- 1: Consider and adopt a resolution to approve Budgets for Fiscal Years 2022-2023 and 2023-2024.
- 2: Consider, *modify the budget*, and adopt a resolution to approve Budgets for Fiscal Years 2022-2023 and 2023-2024.
- 3: Other approach(s) may be developed after public comments and Board deliberations.
- 4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- o Adopt a resolution to approve Budgets for Fiscal Years 2022-2023 and 2023-2024.

ATTACHMENTS

- A. Resolution to approve Budgets for Fiscal Years 2022-2023 and 2023-2024.

RESOLUTION NO. 2023-02
Date: May 19, 2023

RESOLUTION OF
THE SONOMA MENDOCINO ECONOMIC DEVELOPMENT DISTRICT
ADOPTING SMEDD BUDGETS
FOR FISCAL YEARS 2022-2023 AND 2023-2024

WHEREAS, the Sonoma Mendocino Economic Development District Board of Directors finds and determines as follows:

WHEREAS, it is the duty of the Board of Directors to estimate the necessary revenues to meet the lawful obligations and expenses of the District, and

WHEREAS, the Board of Directors find that Budgets are:

- a. useful planning tools,
- b. the financial expression of their priorities as a Board, and
- c. consistent with their commitment to provide appropriate financial oversight to the District.

WHEREAS, the District’s revenues are currently derived from grants made by the U.S. Department of Commerce Economic Development Administration, and the District intends that general budgets shall adhere to grant requirements and support the goals of the grants where applicable, and

WHEREAS, the District wishes to adopt this Budget plan, and

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SONOMA MENDOCINO ECONOMIC DEVELOPMENT DISTRICT AS FOLLOWS:

1. The foregoing recitals are true and correct statements of fact and are incorporated into this resolution.
2. The Board of Directors of the Sonoma Mendocino Economic Development District, California, hereby adopts the FY 2022-2023 revised budget and a FY 2023-2024 budget:

	BEGINNING MULTIYEAR TOTAL GRANT AWARD	PREVIOUS YEARS EXPENSES FYS 2021 & 2022	CURRENT YEAR REVISED BUDGET FY 2022-2023	DRAFT PROPOSED BUDGET FY 2023-2024	DRAFT PROJECTED BUDGET FY 2024-2025
REVENUES equal EXPENDITURES					
FEDERAL GRANTS					
PLANNING GRANT 7/1/2022 - 6/30/2025					
Total Federal Funding	\$ 210,000.00	<i>Outside the Period</i>	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00
Total Non Federal Funding*	\$ 210,025.29	<i>Outside the Period</i>	\$ 70,008.43	\$ 70,008.43	\$ 70,008.43
SUPPLEMENTAL GRANT 7/1/2020 - 6/30/2023					
Total Federal Funding **	\$ 400,000.00	\$ 153,846.93	\$ 246,153.08	<i>Outside the Period</i>	<i>Outside the Period</i>
Total Non Federal Funding	\$ -	\$ -	\$ -		
GRAND TOTAL	\$ 820,025.29	\$ 153,846.93	\$ 386,161.51	\$ 140,008.43	\$ 140,008.43

*Matching Funds required of Counties

**It is hoped that the Supplemental Grant deadline will be extended. If that occurs, it is proposed that unspent funds as of 6/30/2023 be reallocated or rebudgeted in FY 2024. This is currently estimated to be between \$80,000 and \$100,000.

I certify that the foregoing resolution was passed and adopted by the Board of Directors of the Sonoma Mendocino Economic Development District at a regular meeting held on May 19, 2023, by the following vote:

Motions to Adopt:

Moved by Director

Seconded by Director

Motion to adopt passed by the following vote:

Lisa Badenfort:

Robin Bartholow:

Jeff Kelly:

Jon Frech:

Paul Garza Jr.:

Mary Anne Petrillo (Chair):

Director: Absent

Director: Absent

Director: Absent

AYES:

NOES:

ABSTENTIONS:

ABSENT:

ATTEST:

By: _____

Norma Alley, Board Clerk

APPROVED:

By: _____

Mary Anne Petrillo, Chair of the Board



DATE: May 19, 2023
TO: Board of Directors
FROM: Joshua Metz, RGS Senior Advisor, District Manager
SUBJECT: Approve CARES Act Supplemental Grant Work Plan Adjustment

STATEMENT OF ISSUE:

The purpose of this item is to consider approval of the CARES Act Supplemental Grant Work Plan Adjustment.

SUMMARY OF RECOMMENDED ACTION:

Approve CARES Act Supplemental Grant Work Plan Adjustment.

FINANCIAL IMPACTS:

Authorizing this action would impact the Cares Act Supplemental Grant budget by affecting the approved Work Plan moving remaining financial resources from Task 2 to Task 3.

BACKGROUND:

The SMEDD Board approved the Cares Act Supplemental Work Plan at its February 24, 2023, regular meeting. At that time, the deadline for completion of all work activities under the grant was June 30, 2023. During the implementation of *Task 1: Education, Awareness and Capacity*, the SMEDD team engaged with EDA representatives during the March 22-24, 2023, EDA Regional Roundtable, and surfaced the opportunity to extend the CARES Act Supplemental Grant completion deadline. A formal request letter was submitted to the EDA Administrative Director on May 9, 2023, (**Attachment A**). The SMEDD team is bringing this item for Board consideration in expectation of approval of the extension request.

DISCUSSION:

While the February 24, 2023, CARES Act Supplemental Work Plan was developed within a significantly time-constrained framework, the potential deadline extension provides an opportunity for more deliberative implementation. Since February, SMEDD has made substantial progress on most aspects of the approved work plan including:

- Task 1: SMEDD Education, Awareness, and Capacity

- Convenings: Mendocino County Business Community Engagements; EDA Regional Roundtable; Sonoma and Mendocino People, Places and Issues Tour; AgTech Innovation Hub Brainstorming Session
- Assets: SMEDD.org; @SMEDDDistrict; DRAFT SMEDD Engagement Plan
- Task 2: Recovery and Resiliency Technical Assistance
 - Business Friendly Communities (BFC) Initial Assessments & BFC Self-Evaluation Online Tool
- Task 3: Economic Development Recovery and Resiliency Funding
 - AgTech Innovation Hub Brainstorming Session to scope a Feasibility Study
 - Biomass Hydrogen Highway Feasibility Study
- Task 4: Grant Compliance and Oversight

The proposed Work Plan adjustment involves shifting remaining resources from Task 2 into Task 3 (**Attachment B**). With approximately \$80,000 of a original \$180,000 budget remaining, the SMEDD team proposes to adjust the remaining resources to focus on pursuing grant funding to stimulate progress on strategic, CEDS-aligned initiatives, that have cross jurisdictional implications including:

- AgTech Innovation Hub Feasibility Study
- Biomass Hydrogen Highway Feasibility Study
- Potter Valley Project Economic Impact Analysis

At least one EDA funding opportunity has been identified as a potential funding source. The 2023 Public Works and Economic Adjustment Assistance Program is a grant program for just these types of uses, and with a rolling first-come, first-served application basis:

<https://www.eda.gov/funding/funding-opportunities/fiscal-year-2023-public-works-and-economic-adjustment-assistance>. Other sources would be identified in the pursuit of securing grant funding.

ALTERNATIVES:

- 1: Approve CARES Act Supplemental Work Plan Adjustment.
- 2: Consider, *modify*, and Approve CARES Act Supplemental Work Plan Adjustment.
- 3: Other approach(s) may be developed after public comments and Board deliberations.
- 4: Decline to act.

RECOMMENDATION for Alternative 1:

Move to:

- Approve CARES Act Supplemental Work Plan Adjustment.

ATTACHMENTS:

Attachment A: EDA Supplemental Extension Request Letter

Attachment B: Proposed CARES Act Supplemental Grant Work Plan Adjustment



May 9, 2023

Board of Directors

Mendocino County

Mary Anne Petrillo, *Chair*
West Business Development
Center

Jon Frech
Black Oak Coffee

Paul Garza Jr.
Garza Consulting

Sonoma County

Lisa Badenfort, *Vice Chair*
North Bay Realtors Association

Jeff Kelly, *Treasurer*
Tri Counties Bank

Robin Bartholow
Sonoma County Farm Bureau

Team

Joshua Metz
District Manager
josh@smedd.org

Abigail Scott
Management Analyst
Abigail@smedd.org

Bradley Johnson
Management Analyst
bradley@smedd.org

Tracy Fuller
Fiscal Manager
tracy@smedd.org

Chris Cox
Administrative Director/SRO
United States Economic Development Administration
Department of Commerce

Re: CARES Act Supplemental Grant Timeline Extension

Dear Director Cox,

I am writing to request a 12-month extension from the current June 30, 2023 end date, to our CARES Act Supplemental Grant timeline for the Sonoma Mendocino Economic Development District (SMEDD). As you know, our grant was awarded in response to the COVID-19 pandemic with the goal of supporting economic recovery efforts in our region.

While we have made significant progress towards achieving our goals, we have encountered unforeseen challenges and undergone staffing transitions that have delayed our progress. Specifically, our region has been hit by multiple winter storm disasters, which have diverted our attention and resources away from our core economic development initiatives. In addition, district administration has transferred to a new team who is currently undertaking stakeholder engagements and relationship building.

This extension will provide us with the necessary time to overcome recent climate change driven challenges, establish effective and productive collaborations with regional stakeholders, and achieve our economic recovery goals. Our team is committed to maximizing the impact of the grant and ensuring funds are used effectively.

We appreciate the support that the EDA has provided to our region through the CARES Act Supplemental Grant and are grateful for your ongoing partnership as we move forward with renewed energy and professional capacity. We look forward to continuing our work together to support economic recovery in Sonoma and Mendocino counties.

Thank you for considering our request. Please let us know if you require any additional information or have any questions.

Sincerely,

Joshua Metz
District Manager



Adjusted Work Plan, 5/19/23

For a Portion of the U.S. Economic Development Administration Supplemental Grant

No. ED20SEA3070045

Timeframe: 2/24/23 - ~~6/30/23~~ 12/31/23

Budget: \$180,000

The SMEDD proposed work plan consists of four key components:

1. SMEDD Education, Awareness, and Capacity
2. Recovery and Resiliency Technical Assistance
3. Economic Development Grant Application Readiness and Opportunities
4. Grant Compliance and Oversight

Task 1: SMEDD Education, Awareness, and Capacity, includes three main goals:

1. Increase stakeholder understanding, interest, and engagement
2. Strengthen SMEDD information resources to support resiliency and recovery
3. Establish productive stakeholder relationships to develop the SMEDD Board and support future actions

Task 1.1: Education (External): Educate stakeholders about the SMEDD's purpose, capacity, goals, resources, etc., through outreach including: stakeholder convening(s), webinar(s), digital content.

1. Stakeholder Convening:

- a. Participate in planned events of Sonoma County Economic Development Board (EDB) or West Business Development Center (BDC) to provide an update for the attendees, such as: County Board of Supervisors, City Councils, local jurisdiction committees, chambers of commerce, and interest groups

2. SMEDD Board Member Recruitment:

- a. Enhance Board member profiles on the SMEDD website
- b. Produce a useful Board member prospectus regarding roles and level of commitment needed

Task 1.2: Education (Internal):

1. Support education of the SMEDD Board and RGS team by attending the EDA Regional Roundtable, which is designed to strengthen bonds between Economic Development Districts (EDD), the EDA regional office, and the national network of EDDs, as well as training, funding, and legislative updates, to better position EDDs to support their regions with economic recovery and resilience efforts.
2. RGS SMEDD Strategic Planning and field assessment, designed to provide further understanding of the region's strengths, weaknesses, opportunities, and threats.

Task 1.3: Stakeholder Awareness:

1. Build awareness of the SMEDD's stakeholders (e.g., Boards of Supervisors, City Councils, local jurisdiction committees, chambers of commerce, community groups)
2. Build awareness of the SMEDD's purpose, capacity, goals, and resources

Task 1.4: Build SMEDD Capacity:

1. Enhance the SMEDD's website by adding West BDC's Grant Portal and developing content on business resources, resiliency resources, technical advisory materials, and agency partners

Budget for Task 1: \$61,580 (34% of total budget)

Task 2: Recovery and Resiliency Technical Assistance: Conduct recovery and resiliency technical assistance for two underserved Mendocino County and two underserved Sonoma County cities or communities through assessment of business friendliness and revenue enhancement assessments.

Task 2.1: Business Friendly Assessment: Review of incentives, programs, communication, processes, fees, timelines, and demonstrated commitment to economic development as a priority, to facilitate existing businesses, business expansion and attraction.

1. Community outreach and coordination
2. Community assessment
3. Recommendations and education

~~**Task 2.2: Revenue Enhancement Assessment:** Review and analyze Sales Tax, Transient Occupancy Tax (TOT), Business License Tax, and Property Tax revenues in geographic zones to establish an economic activity baseline, develop a commercial revenue report and recommendations for revenue capture and business retention.~~

- ~~1. Community outreach and coordination~~
- ~~2. Community assessment~~
- ~~3. Recommendations and education~~

Budget for Task 2: ~~\$52,480~~ \$35,000 (29% 19% of total budget)

Task 3: Economic Development Recovery and Resiliency Funding: Evaluate and build the SMEDD's capacity to pursue and secure various sources of grant funding.

Task 3.1: Funding Readiness:

1. Readiness Assessment: Conduct an assessment of the SMEDD; existing grant resources (e.g., frequently required information such as overview, bios, partners, experience, etc.)
2. Content Development: Information gathering and response content development

Task 3.2: Funding Opportunities: Research and communicate prospective economic development grant funding

1. Funding Agency Coordination (outward looking): Analyze available federal, state, and county grant opportunities to determine eligibility and advance recovery and resiliency
2. Outgoing Content Management: Share information on website, newsletter, and email communication



AGENDA

**Sonoma Mendocino Economic Development District
Board of Directors Meeting - Friday, May 19, 2023, at 1:00 pm PST**

DISTRICT MANAGER'S REPORT

- Agricultural Technologies Innovation Center Brainstorming Session
- Timing of a periodic CEDS Review and a Reconvening of the CEDS Strategy Committee
- SMEDD Draft Engagement Plan (attached)



Ag Tech Innovation Hub Brainstorming Session Agenda

Tuesday, May 30, 2023 | 10am - 2pm

Hopland Research & Extension Center - Rod Shippey Event Hall

4070 University Road Hopland, CA 95449

The Brainstorming Session will provide a platform for open discussions, idea sharing, and collaboration among local stakeholders in the agriculture industry. Your participation and contribution to the session would be highly valuable and appreciated. Topics may include:

AgTech Innovation Hub Concept Overview	Alignment with Other/Existing Programs
<ul style="list-style-type: none"> • Provide overview of AgTech Innovation Hub concept and benefits to local agriculture community • Share draft vision, mission, and goals of the Hub 	<ul style="list-style-type: none"> • Explore alignment between the Hub and existing programs in the region • Explore the Hub's enhancements to other agriculture stakeholders' efforts in the region
Unique Sonoma-Mendocino Value Proposition	Physical and Programmatic Assets
<ul style="list-style-type: none"> • Identify / Highlight the unique value proposition of Sonoma and Mendocino Counties (wine grapes, dairy, and specialty crops) • Discuss opportunities and challenges related to these sectors and how the Hub can support Sonoma Mendocino growth and sustainability 	<ul style="list-style-type: none"> • Discussions on infrastructure, resources, and services the Hub can provide to support AgTech startups, entrepreneurs, and farmers • What physical and programmatic assets already exist? What may be needed?
Funding Opportunities and Pathways for Success	Next Steps – Feasibility Study
<ul style="list-style-type: none"> • Identify potential funding opportunities and pathways for success for the Hub (grants, partnerships, others) • Explore private sector and potential philanthropic funding options 	<ul style="list-style-type: none"> • Clarify next steps in the development of the Hub, including plans for conducting a feasibility study • Discuss the scope, timeline, and objectives of the feasibility study • Seek input on key areas to be addressed



More info: SMEDD.org | RSVP (Required): <https://tinyurl.com/3brux6bs>



COMMUNITY ENGAGEMENT PLAN

MAY 2023

Sonoma-Mendocino Economic Development District (SMEDD) Engagement Plan

The SMEDD Engagement Plan is a living document and will be updated as needed over time. www.SMEDD.org

TABLE OF CONTENTS

BACKGROUND..... 3

DEMOGRAPHICS 3

SMEDD REGION..... 4

SMEDD TIMELINE 4

ENGAGEMENT PLAN 5

DESCRIPTION OF STAKEHOLDER GROUPS..... 5

SMEDD BOARD OF DIRECTORS 5

ENGAGEMENT FORUMS AND COMMUNICATION TOOLS..... 7

APPENDIX A: CONTACT LISTS..... 9

APPENDIX B: SMEDD BRAND STYLE GUIDE..... 13

BACKGROUND

In 2015, the counties of Sonoma and Mendocino came together via a joint-powers authority to form the Sonoma-Mendocino Economic Development District (SMEDD). The creation of this district allowed for the development of a Comprehensive Economic Development Strategy (CEDS), which makes projects in the region included in the CEDS eligible for some federal funding programs.

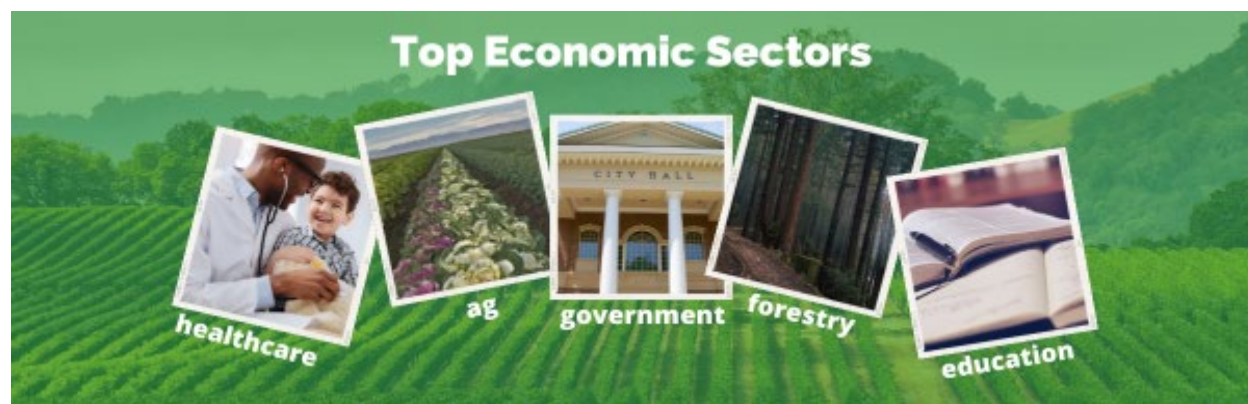
The primary objectives of SMEDD are:

- Regional economic development planning
- Coordinate and pool resources between the two counties
- Create a CEDS
- Oversee implementation of CEDS projects
- Bring funding for economic development to the region
- Provide economic development resources within the region

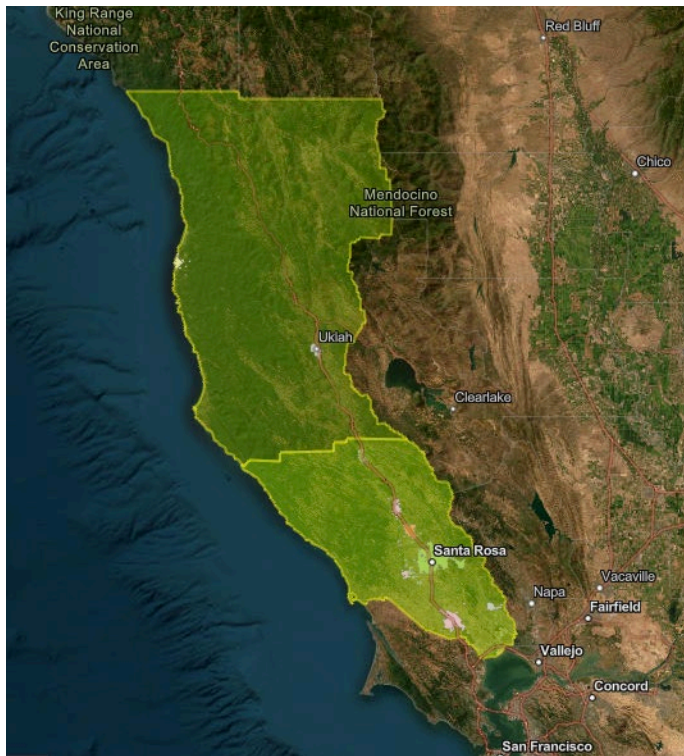
DEMOGRAPHICS

In carrying out outreach initiatives, SMEDD will consider factors such as community history, age, social and economic dynamics, among others. SMEDD will have a comprehensive understanding of community demographics, including breakdowns of age, gender, ethnicity, income level. This knowledge will be secured by demographic analysis and will facilitate a customized outreach to meet the needs of the region.

PEOPLE	Population (July 1, 2022)	% 65 years and older	% of Hispanic or Latino	Median household income
Mendocino County	89,783	23.7%	27.2%	\$56,378
Sonoma County	482,650	21.1%	28.3%	\$91,607



SMEDD REGION



SMEDD TIMELINE



- 2015** – SMEDD is established by Joint Powers Agreement (Sonoma and Mendocino County)
- 2016** – Comprehensive community outreach (survey, interviews and workshops)
- 2016** – First CEDS completed
- 2017-2022** – First CEDS implemented
- 2020** – SMEDD receives EDA grant for \$400,000
- 2022** – Comprehensive community outreach (survey, interviews, focus groups and workshops)
- 2022** – SMEDD receives EDA grant for \$420,000
- 2022** – EDA awards SMEDD \$210,000 to develop and implement a CEDS
- 2022** – CEDS update submitted, RGS selected to act as SMEDD administrator
- 2023-current** – Second CEDS implemented

ENGAGEMENT PLAN

This plan is intended to guide the efforts of SMEDD staff in supporting its objectives in a way that is transparent, inclusive, and reflective of communities in the region.

GOALS

- Raise awareness of who SMEDD is and what it does
- Support workplan efforts by maximizing engagement
- Efficiently provide recovery and resiliency support to local jurisdictions
- Maintain a web and digital presence to allow for stakeholder and public input and inclusion
- Strengthen efforts to secure grant funding for the region
- ...JOSH TO ADD MORE HERE

DESCRIPTION OF STAKEHOLDER GROUPS

Each stakeholder group is described below in terms of their proposed composition, roles and responsibilities, meeting procedures, and decision-making procedures.

SMEDD Board of Directors

The Board of Directors (Board) is responsible for making decisions about SMEDD administration, finances, and policy.

Composition

The Board is made up of nine community leaders that have expressed a commitment to the economic prosperity within the SMEDD. Board members are appointed by the Board of Supervisors of Sonoma County (4), Mendocino County (4) and one at-large member selected by the 8 county-appointed SMEDD Board members.

Roles and Responsibilities

- Issue guidance and directives to the staff to achieve objectives.
- Review district finances.

Meeting Procedures

- Meetings are held typically on the third Friday of each month from 1:00 to 3:00 p.m. but may be rescheduled to maximize Board member participation.
- Meetings may be held in a hybrid format to maximize attendance.
- The Board will notice and meet in accordance with Brown Act requirements.
- The Board will operate with guidance from Rosenberg's Rules of Order.
- Staff will record meeting minutes to be approved by the Board at a subsequent meeting.

- Meetings will encourage public input and participation.
- The Board may elect to record and publish its meetings.

SMEDD Staff

The staff serves the Board of Directors to implement policy, advance objectives and fulfill regulatory and legal requirements.

Composition

The staffing of SMEDD may change over time to accommodate current needs, objectives, and budget.

In 2022, SMEDD retained Regional Government Services, a joint-powers authority, to serve as the administration and staffing for SMEDD with additional resources contributed in kind from Sonoma County and Mendocino County.

Roles and Responsibilities

- Provide advice and guidance to the technical consultant in the execution of the scope-of-work.
- Provide critical review and feedback on the technical work and deliverables.
- Provide technical recommendations and expertise for SC consideration, when appropriate.

Economic Development Organizations

Sonoma County and Mendocino County each have economic development organizations:

- Sonoma County Economic Development Board
- West Business Development Center (Mendocino County)

Roles and Responsibilities

- Attend SMEDD meetings.
- Offer SMEDD \$35,000 of in-kind services or direct funding annually.
- Collaborate with SMEDD staff on sub-regional goals.
- Provide critical review and feedback on grant applications, CEDS updates and other deliverables.
- Share SMEDD updates via owned channels.
- Share contact lists of parties interested in economic development.

Government Agencies

There are 13 cities and several other special districts in the SMEDD jurisdiction.

Roles and Responsibilities

- Assign delegates to attend SMEDD meetings, as available.
- Provide critical review and feedback on grant applications, CEDS updates and other deliverables.
- Inform SMEDD of Economic Development technical assistance needs.
- Inform SMEDD on how to best communicate with local governments.
- Share SMEDD updates via owned channels, as appropriate.

CEDS Project Proponents

The organizations affiliated with listed CEDS projects plan an important role in CEDS implementation and tracking.

Roles and Responsibilities

- Attend SMEDD meetings, as available.
- Provide critical review and feedback on grant applications, CEDS updates and other deliverables.
- Provide SMEDD updates on project progress, milestones, and impediments.

Other

- General public
- Business owners

ENGAGEMENT FORUMS AND COMMUNICATION TOOLS

This section describes opportunities to:

- Gain early and continuing feedback from stakeholders.
- Understand the needs, interests, and concerns of various stakeholder interests.
- Identify potential partnerships and ways to further SMEDD objectives.

Generally, SMEDD commits to:

- Communicate effectively to its key audiences.
- Develop and maintain an interested parties electronic mailing list.
- Maintain a website with relevant and timely information.

Communication Tools & Activities

- **Website:** The website, www.smedd.org, is an information repository and compliance requirement for SMEDD. Background information, meeting information, presentations and key documents are available on the site. The site also includes a link for interested persons to sign up for information and alerts on SMEDD.
 - **Survey:**
- **Interested Persons Email List:** An email list will be compiled and used as a method for issuing SMEDD communications to a large list of interested parties. SMEDD staff will develop and maintain this list. A sign-up form will be available on the website.
- **Public meetings:** Public meetings provide an opportunity for not only decision-making and regular business but an opportunity for public input. Meeting minutes will be archived on the site for compliance and transparency.
- **Informational materials / fact sheets / similar:** Informational materials, such as fact sheets and technical memos, will be developed for successful education and the circulation of consistent, accurate information. All materials will be posted to the website. Some materials will be translated into Spanish.
- **Social Media handles:** Social media accounts of engaged stakeholders will be leveraged to engage and encourage participation. SMEDD also has its own Twitter account and will use that to share messages.
- **Other outreach media,** such as bulletin boards, flyers at community gathering sites, etc., may be used to reach out to community members.
- **Promotion of public participation through shared channels:** Stakeholders will consider using social media, websites, public meetings, and email lists to amplify outreach and advertise SMEDD public engagement opportunities.
- **Direct organizational briefings:** As appropriate, SMEDD Board or staff may conduct briefings for stakeholder organizations to expand outreach to interested groups or inform a broad section of the community that might not otherwise attend a SMEDD meeting.
- **Media outreach:** As appropriate, the Board or staff may publicize SMEDD efforts or milestones via no-cost media opportunities such as submission of opinion editorials, press releases, interviews, or blog content to local outlets.

Please see Appendix A for a list of primary media contacts in the region.

Please see Appendix B for the SMEDD Brand Style Guide.

APPENDIX A: CONTACT LISTS

Economic Development Contacts

Organization	Contact Name	Phone	Email
Sonoma Economic Development Board	Michael Nicholls	(707) 565-7170	edb@sonoma-county.org
Mendocino County: West Business Development Center		(707) 964-7571	www.westcenter.org
Cloverdale City Manager	David Kelly	(707) 894-1710	dkelley@ci.cloverdale.ca.us
Fort Bragg City Manager	Peggy Ducey	(707) 961-2823 ext.102	
Petaluma Director of Economic Development	Ingrid Alverde	(707) 778-4539	ialverde@cityofpetaluma.org
Rohnert Park Assistant City Manager	Don Schwartz	(707) 588-2242	dschwartz@rpcity.org
Sebastopol City Manager	Larry McLaughlin	(707) 823-1153	lmclaughlin@cityofsebastopol.org
Ukiah City Manager	Sage Sangiacomo	(707) 463-6217	ssangiacomo@cityofukiah.com
Windsor: Economic Development Manager	Tim Ricard	(707) 838-5339	tricard@townofwindsor.com
Cotati City Manager	Damien O'Bid	(707) 665-3622	dobid@cotaticity.org
Healdsburg City Manager	Jeff Kay	(707) 431-3317	rallan@healdsburg.gov
Santa Rosa Deputy Director of Economic Development	Raissa De La Rosa	(707) 543-3059	rdelaros@srcity.org
Sonoma City City Manager	David M. Guhin, P.E., MAOD	(707) 933-2218	cityhall@sonomacity.org
Willits City Manager	Brian Bender	(707) 459-4601	bbender@cityofwillits.org

CEDS Project Proponents Contacts

Name	Organization	Phone	Email
Michael Nicholls	Sonoma County Economic Development Board	(707) 565-7170	edb@sonoma-county.org
Paul Garza Jr.	Garza Consulting	(714) 348-9844	www.garzaconsulting.com
Grant Davis	Sonoma County Water Agency	(707) 526-5370	linkedin.com/in/grant-davis-8b0a0ab
Lisa Wittke Schaffner	NC Builders Exchange	(707) 542-9502	lisa@ncbeonline.com
Ananda Sweet	Santa Rosa Metro Chamber	(707) 636-3662	anandas@santarosametrochamber.com
David Smith-Ferri	Dry Creek Rancheria	(707) 513-8155	davids@drycreekrancheria.com
Patrick McDonell	Legal Aid Sonoma County	(707) 308-2523	pmcdonell@legalaidsc.com
Rosanne Ibarra	Adventist Health	(707) 467-5260	lbarrar02@ah.org
Devon Boer	Mendocino County Farm Bureau	(707) 462-6664	administration@MontereyCFB.com

Media

Media outlet	Website	Point of Contact	Phone	Email
The Mendocino Voice	https://mendovoice.com	Kate Maxwell, Publisher	(707) 506-6397	publisher@mendovoice.com
MendoFever Reporting	https://mendofever.com	Matt LaFever, Publisher	(707) 267-1799	matthewplafever@gmail.com
The Ukiah Daily Journal	https://www.ukiahdailyjournal.com	Kevin McConnell, Publisher	(707) 468-3500	udjpublisher@ukiahdj.com
The Mendocino Beacon	https://www.mendocinobeacon.com	K.C. Meadows, Publisher	(707) 964-5642	udjkcm@ukiahdj.com
Cloverdale Connect	https://cloverdaleconnect.com	Dana Johnson, Publisher	(707) 322-3403	info@cloverdaleconnect.com
KZYX - Mendocino County Public Broadcasting	https://www.kzyx.org	Marty Durlin, General Manager	(707) 895-2324	marty@kzyx.org
Fort Bragg Advocate-News	https://www.advocate-news.com	KC Meadows, General Manager	(707) 468-3525	kcmeadows@advocate-news.com
Sonoma County Gazette	https://www.sonomacountygazette.com	Amie Windsor, Publisher	(707) 521-5218	amie@sonomacountygazette.com

The Sonoma Index-Tribune	https://www.sonomanews.com	Emily Charrier, Editor & Publisher	(707) 933-2711	emily.charrier@sonomanews.com
The Santa Rosa Press Democrat	https://www.pressdemocrat.com	Rick Green, Executive Editor	(707) 526-8585	rick.green@pressdemocrat.com
KZST 100.1 - Sonoma County radio	https://kzst.com/news/sonoma-county-news	Brent Farris, Program Director	(707) 284-9124	brent@kzst.com
The Willits News	www.willitsnews.com	Sarah McGrath, Advertising Manager	(707) 900-2015	smcgrath@record-bee.com

APPENDIX B: SMEDD BRAND STYLE GUIDE

Sonoma-Mendocino Economic Development District (SMEDD)

BRAND STYLE GUIDE

MAIN LOGO

ONE COLOR LOGO



LOGO USAGE



COLOR PALETTE



R144 G213 B98
#9FCE6E



R0 G163 B72
#2C9C4E

BRAND FONTS

Montserrat Extra Bold - Headings
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Raleway - Body Copy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Task 3.3: Funding Technical Assistance: Assist in the development of at least one grant application, depending on availability

1. Assist in the development of at least one grant application, depending on availability (e.g., industrial parks, land use regulations, grant training workshops, ~~district committees~~, economic development programs, **natural resource issues**, business development, tribal entities or local governments)

Budget for Task 3: ~~\$51,140~~ \$68,640 (29% **38% of total budget)**

Task 4: Grant Compliance and Oversight:

Task 4.1: Progress and Financial Reporting: Compilation of financial activity; status update of recovery and resiliency projects; and report preparation.

Budget for Task 4: \$14,780 (8% of total budget)