



BOARD MEETING AGENDA

May 20, 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 MAY 20, 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 10:00

ROLL CALL: Present: Sonoma: Robin Bartholow, Jeff Kelly, Mike Nicholls, Mendocino: Jon Frech, Mary Anne Petrillo, Katrina Kessen, Paul Garza
Absent: Lisa Badenfort, Paul Castro

Staff Present: Sonoma EDB: Calvin Sandeen, Ethan Brown, Bradley Johnson, Mendocino: Diann Simmons, Debbie Rasar

2) OATH OF OFFICE

District personnel will swear in new board members, Katrina Kessen and Paul Garza.

Juanita Fong, Sonoma County EDB, Acting Deputy Clerk for this meeting, swore in the new board members Katrina Kessen and Paul Garza.

Katrina Kessen's background: She was an executive search recruiter, owned a firm in San Francisco, and two other businesses. She moved to Mendocino County 12 years ago and managed a winery and event center, worked in the lodging industry and for Visit Mendocino. She is currently the Executive Director of the Greater Ukiah Business and Tourism Alliance, a merge of the Main Street Program, Visit Ukiah and the Greater Ukiah Chamber of Commerce. As a SMEDD board member, she represents the other two large Chambers of Commerce in the county.

Paul Garza background: He retired after 40 years working in economic development in Orange County, including local government, community colleges, business organizations and the private sector. He has focused on access to capital, small business development centers and workforce development. He is currently Chair of the Board of West Business Development Center and has lived in Mendocino County for 8 years. He is concerned about the weakness in the local economy and is interested in growing the local economy.



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.

N/A

4) AGENDA ADJUSTMENTS – DISCUSSION/ACTION

NONE

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 April 15, 2021 Board Meeting Minutes*

Motion by: Paul Garza to approve the April 15, 2021 Board meeting minutes

Seconded by: Jeff Kelly

Public Comment: None

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

Vote: 7-0-0

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

- **Monthly Financial Report:** *The District's Fiscal Analyst will provide a monthly financial report to the Board.*

Heinze gave the Budget to Actual report: January-February costs of \$16,554.28 posted to April were previously approved for interest, salaries for district manager and fiscal services and the quarterly payment to EDFC for admin services. May expenses details were not shown on the report in the packet and included for March: \$3,692.70 for district management and fiscal services from the Planning grant and \$6,503.97 for district management, fiscal services and the EPS contract from the Supplemental grant. Staff requested approval of transfers to Sonoma County to reimburse for these costs that have already been paid.

The board requested that going forward all details of the report will be included in the board packet and that budget to actual reports will include line items details for each account.



Motion by: Robin Bartholow to approve transfers to Sonoma County for payments made and in the future those numbers will be posted in the board packet.

Seconded by: Mike Nicholls

Public Comment: None

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

Vote: 7-0-0

8) BUDGET AD HOC COMMITTEE REPORT – DISCUSSION (10 min)

The budget ad hoc will provide an update to the board on creating the FY 2021-22 annual budget.

Heinz: She met with the ad hoc committee to discuss the 21-22 budget and expects to have a draft in the June board packet. Nicholls suggested in the future to do this process a month earlier so the final vote is in June.

Frech: The original Planning grant of \$70,000 is already allocated. There is \$300,000 remaining from the Supplemental grant. The way the grant was written, 50% of the budget is already allocated, leaving \$150,000 that the board can decide how it is used. The board is requesting reports on how staff time is being directed, which is where the board can influence.

The ad hoc committee was asked to write a report to the board at the end of their work.

9) 2021 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE – DISCUSSION (20 min)

The consultant and project managers will provide an update to the Board on the 2021 CEDS project.

Johnson: The emerging themes are: Technology & Digital Literacy/Connectivity; Environmental Resiliency, Supporting Expanding Businesses & Industries, Hospitality & Tourism, Agriculture and Livability. He introduced the CEDS consultants from EPS/ Economic Planning Systems, Ashleigh Kanat and Ashley Boots.

Kanat: There is a clear framework outlined by EDA for a CEDS. EPS is being consistent with the criteria and adding their expertise, while being careful to not be duplicative of earlier work done by both counties. Approach includes: Best Practices; Current Conditions, Comprehensive Lens; Balanced Objectives.

They are bringing a comprehensive lens to this – not just expanding businesses also livability; help those already here to thrive; growth while preserving livability. Objectives: focused on shared goals between the counties; Refine expand 2016 CEDS to include recovery and resiliency; conduct customized SWOT with analysis; develop a unique SMEDD CEDS Recovery and Resilience Action Plan. Deliverable is the Plan, including grant opportunities going forward. The themes will be refined into strategies, to actions, to projects. The most effective outreach process is being discussed and refined, to not repeat but to collect new important input. It will include focus groups with ag, business, non-profits, tribal entities, city managers and county staff. There will be an on-line survey, individual interviews and 2 virtual workshops for sharing data and the final deliverables. Board input is welcomed.

10) BOARD MEMBER BIOGRAPHY PRESENTATIONS – DISCUSSION (20 min)

Board members Jon Frech and Jeff Kelly will present a biography on themselves to the Board.



Jon Frech: Jon is the owner of Black Oak Coffee, started 2012 in Ukiah, and they opened a second retail location in Healdsburg in April. He also has a wholesale company; it is a small company with quality focus. He's proud they've won two local "Business of Year" and national awards for roasting. It is a point of pride that he hires people and teaches them skills.

For SMEDD, he brings to the table a fresh set of eyes. He's only worked in the private sector. He has grown several businesses and understands the challenges entrepreneurs face. He has a good understanding of financials and budgeting and can contribute in that. He hopes to gain better understanding of economic development in both counties and would like to help impact local businesses. He sees other cities that have better planning and development and would like to help bring that to Ukiah etc. He has two children, which is his non-professional focus now. In the past when he had the time he enjoyed mushroom hunting and abalone diving. He has a passion for what Mendocino has to offer and it's natural beauty. He moved to Mendocino in early 2000, permanently in 2006, from the Washington DC area.

Jeff Kelly: Jeff has an affinity for green building. He supported his godfather by building an accessory "green" dwelling unit on his property. Jeff initially lived in it, but has recently moved out, leaving it as a dwelling his godfather can move into and rent out his main home as a source of income. He is passionate about and focused on advocating and developing ways for financing accessory green units to increase income for seniors and others and provide important low income housing. One of his efforts was to found a small non-profit to support the financing of these units.

He plays the ukulele and hikes and camps with his two dogs and his girlfriend who is a horse trainer in Calistoga. He was raised in Nevada near Lake Tahoe where he took people para sailing and rented out jet skis to tourists while in high school. He studied community health at the University of Nevada Reno. He moved to Santa Rosa in 2010 and for the next 6 years worked in banking and due to his interest in climate change and sustainability, earned a BA in energy and design and then a masters in business. He started a small bank – Circle Bank. He worked for the county and supported Pace Financing through the Sonoma Energy Independence Program – a green business program. Through many of his activities he's become familiar with the challenges businesses face. He joined the Tri Counties Bank to work in small business finance. He volunteers for a range of organizations including: Lime Foundation, Farmster Inc. and Homes for Sonoma, with activities spanning seniors programs, after school programs, youth trades training, a demonstration homestead in Cotati, affordable housing, healthy food, and living wages and working to create a new local investor eco system.

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.

Paul Castro, who is absent, has been leading this discussion. It will be postponed to the next meeting.

12) Regional Broadband development

Sandeen: The North Bay North Coast Broadband Consortium, including Napa, Marin, Sonoma and Mendocino Counties has worked since 2014 to address the BB gaps under challenges of difficult to serve areas due to topography and low population. There are recent developments of BB financing programs available only to governments and public entities along with other funds from the CPUC, USDA, EDA etc. A discussion was held including the local groups Access Sonoma and the Broadband Alliance of Mendocino,



to try to figure out a solution when these new funds become available, per what is the best entity to access these funds. SMEDD was named as a viable entity along with others. There is a lot of work to be done to decide which entity structure is most appropriate – a JPA, services district, non-profit etc. If SMEDD coordinates and a project is aligned with the CEDS, it could attract federal funds. A successful project will need to be ready to go with an entity lined up to apply. The next step may be to start gathering a list of agencies that can work on this including their skill sets. The discussion is early but we may want to put together an ad hoc committee to look at this in several months.

Robin Bartholow left the meeting

13) SUGGESTED AGENDA ITEMS FOR NEXT BOARD MEETING – DISCUSSION

- Ad Hoc Budget Committee Report and draft 21-22 budget
- Disaster Workforce and Site ID Ad Hoc Committee update
- Financial report including line items details for each account
- Staff report – what accomplished over last month
- CEDS project update from staff (Brad and Marie/ and or ad hoc committee (bi-monthly from EPS)

14) MEETING ADJOURNMENT – ACTION

Motion by: Paul Garza to adjourn the meeting at 12:01

Seconded by: Jeff Kelly

Public Comment: None

Roll-call: Jeff Kelly yes, Mike Nicholls yes, Jon Frech yes, Mary Anne Petrillo yes, Katrina Kessen yes, Paul Garza yes

Vote: 6-0-0