



April 2024 Economic Development Board Meeting

Wednesday, April 24, 2024

8:00am - 9:00am

Economic Development Board

141 Stony Circle Suite#110

Santa Rosa, CA, 95401

For accommodations please contact: juanita.fong@sonoma.county.org

EDB Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. March 27 2024 Minutes - 3

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma - 5

ii. Business Services & Economic Research - 7

iii. Sonoma Mendocino Economic Development District - 15

iv. Marketing and Communications - 17

v. Broadband - 24

IV. BOARD BUSINESS

A. Guest Speaker: Erika Thibault, Sonoma County Library Director

B. Enhanced Infrastructure Financing District (EIFD)
Input/thoughts/position on EIFDs generally and the Downtown Santa Rosa EIFD specifically

C. EDB Board Retreat
Discuss EDB Board retreat, timing, and desired outcomes

D. Board Reports on district updates and challenges (15 mins)

E. Action Items for next meeting (5 mins)

V. NEW BUSINESS

VI. PUBLIC COMMENTS ON MATTERS NOT LISTED ON THE AGENDA BUT WITHIN THE SUBJECT MATTER OF THE BOARD

Comments are restricted to matters within the Board's jurisdiction. Each person is usually granted time to speak at the discretion of the Chair. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the brown Act, Board members may not deliberate or take action on items not on the agenda.

VII. ADJORN - NEXT SCHEDULED MEETING - Wednesday, May 22, 2024

**Economic Development Board
Meeting Minutes
Wednesday, March 27, 2024**

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 8:08 am on March 27, 2024

The following EDB Board members were present Kathryn Hecht, Wayne leach, Jordan Kivelstadt, Jorge Alcazar, Nick Schwanz, Skip Brand, Richard Marzo,

The following EDB staff members were present Ethan Brown, Aleena Decker, Debbie Yarrow, Juanita Fong, Brad Johnson, Lauren Cartwright, Bernadette Marko, Samantha Kimpel, Lindsey Collins, Tara Thompson, Marcos Suarez, Jessica Martinez, Tara Thompson, Katherine DiPasqua, Christine Palmer, Lauren Cartwright, Katherine Fosburgh

II. CONSENT ITEMS

The meeting minutes from February 27, 2024, were approved.

Motion: Nick Schwanz Second: Jorge Alcazar

Yay: 7 Ney: 0 Abstained: 0

III. POLICY/PROGRAM UPDATES: BOARD FEEDBACK/QUESTIONS ON INFORMATION ITEMS

A. Creative Sonoma

Nagasawa Park was chosen as the preferred Fire Memorial site, with Maddux Ranch Regional Park as a backup.

B. Business Services

A “Special Forces” team is being created to internally look at businesses at risk and do sustained outreach. The goal is to visit at risk businesses with the team (which will vary depending upon the needs of the businesses) and assist with resources and strategic planning.

Board Members and Ethan discussed being reactive vs proactive when it comes to businesses and startups alike. We’ve had quite a few businesses grow in Sonoma County and leave, the goal is to incubate the younger businesses, grow them and give them the resources necessary to thrive in the County.

Jordan invited the Board and staff to attend a Marin Sonoma Impact Ventures meeting. He felt this would be a great resource for businesses.

IV. BOARD BUSINESS

A. Guest Speaker: Tara Thompson, Director of Creative Sonoma.

Tara gave a presentation of her division’s history, what they do, what they have accomplished, and what the Master Plan they are currently working on.

B. Board Reports

District 4: Kathryn invited EDB staff and Board Members to attend an online session for Nonprofit strategies for combatting online harassment and hate speech.

District 5: Nick Schwanz talked about the challenges of seasonality, particularly slow winters and asked the Board for any suggestions or thoughts on what we can do to support these businesses.

V. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:05 am.