



SUMMARY REPORT

Agenda Date: 11/12/2024

To: Board of Supervisors

Department or Agency Name(s): Sonoma County Economic Development Collaborative

Staff Name and Phone Number: Ethan Brown 707-565-7589 ; Bradley Johnson 707-565-6456

Vote Requirement: Majority

Supervisorial District(s): Countywide

Recommended Action:

Approve the Reappointments of Lisa Badenfort and Jeff Kelly to the Sonoma Mendocino Economic Development District Board of Directors for a term beginning October 14, 2024, and ending October 13, 2028. (Countywide)

Executive Summary:

The Board of Supervisors are responsible for appointments to over 75 Boards, Commissions, Committees, and Task Forces. Vacancies and upcoming expiring appointments are posted on the County's list of Boards, Commissions, Committees, and Task Forces website: <https://sonoma-county.granicus.com/boards/w/808bd6e42edf8e0f>.

Rule 50 of the Board Rules of Procedures states that the Clerk of the Board shall convene staff to review prospective countywide appointments and make appointment recommendations to the Board. The current item recommends the reappointment of Lisa Badenfort and Jeff Kelly to the Sonoma Mendocino Economic Development District Board of Directors.

Discussion:

In August 2014, the Sonoma County Board of Supervisors authorized a Joint Powers Agreement (JPA) to form an economic development district with Mendocino County called the Sonoma-Mendocino Economic Development District (SMEDD). The United States Economic Development Administration (EDA), which designates such districts, requires that the district governing bodies be "broadly representative of the principal economic interests of the region".

The current SMEDD Board of Directors consist of nine seats:

- Four appointees from Sonoma County
- Four appointees from Mendocino County
- One at-large appointee

Per the JPA, Sonoma County shall appoint four Directors. Three of the Directors shall be from the Sonoma County business community, the Sonoma County Economic Development Collaborative Advisory Board, or the Sonoma County Workforce Investment Board. This item requests that the Board reappoint Lisa Badenfort from the North Bay Association of Realtors and Jeff Kelly from the Marin Housing Authority to serve on the SMEDD Board of Directors, for a term beginning October 14, 2024 and ending on October 13, 2028. If reappointed, this will be both Lisa Badenfort and Jeff Kelly's second term on the SMEDD Board of Directors.

Lisa Badenfort is the Chief Executive Officer for the North Bay Association of Realtors. She has extensive experience working at the intersection of public policy and private industry in both Sonoma and Mendocino Counties. She has served on the Sonoma Mendocino Economic Development District Board of Directors during the development of the recent Comprehensive Economic Development Strategy (CEDS), which was approved by the federal Economic Development Administration in 2022. Her experience and passion for community development in the region parallel well with the CEDS goal of Increasing equitable community wide prosperity and supporting people.

Jeff Kelly has spent his career working with local homeowners and businesses, and he has grown to appreciate the diverse challenges that freelancers, entrepreneurs, and small business owners face - especially when accessing financing and achieving sustainability. His educational career and coursework expanded his knowledge and passion for green buildings, green businesses, and the promise of a sustainable economy. He has drawn from this background to provide technical assistance on financing for businesses striving to sustainably upgrade their operations, properties, and facilities. Furthermore, he contributes to multiple community organizations and initiatives that advocate for sustainable food, local enterprise, affordable housing, and alternative financing.

Next Steps for SMEDD

Over the next few months, Economic Development Collaborative (EDC) staff will be coordinating with our partners in Mendocino County to develop the 2025 SMEDD Comprehensive Development Strategy (CEDS) update. The CEDS provides an outline to guide economic development projects of shared interest between the two-county region. Projects can take many forms, but generally, they aim to improve infrastructure deployment and planning, support industry growth, or enhance community well-being. The benefit of having a project included in the CEDS is that its inclusion demonstrates alignment with regional goals and provides opportunities to connect with potential partners, funding opportunities, technical assistance, and letters of support for grant funding. As part of that effort, EDC staff will be soliciting input from the Board of Supervisors on priority projects they would like include in the CEDS and to discuss other regional economic development priorities.

Strategic Plan:

N/A

Prior Board Actions:

October 13, 2020: Approve the appointment of Lisa Badenfort and Jeff Kelly as governing body members to the Sonoma Mendocino Economic Development District for the term of October 13, 2020 to October 13, 2024. (<<?)

<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4664577&GUID=E9BF2B42-8631-4569-9FAE-618A82511445&Options=&Search=>>>

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Agenda Date: 11/12/2024

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

Related Items "On File" with the Clerk of the Board: