



SUMMARY REPORT

Agenda Date: 4/7/2020

To: Board of Supervisors of Sonoma County
Department or Agency Name(s): Economic Development Board
Staff Name and Phone Number: Ethan Brown (707) 565-7589
Vote Requirement: Majority
Supervisory District(s): Countywide

Title:

Sonoma Mendocino Economic Development District Board Re-Appointments

Recommended Action:

Approve the re-appointment of Robin Bartholow and Michael Nicholls as governing body members to the Sonoma Mendocino Economic Development District for the term of April 7, 2020 to April 6, 2024.

Executive Summary:

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 consists 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 Board, or the Sonoma County Workforce Investment Board. This item requests that the Board approve the re-appointment of Robin Bartholow (WIB) and Michael Nicholls (EDB) as governing body members to the SMEDD for the term of April 7, 2020 to April 6, 2024.

Discussion:

The United States Economic Development Administration’s (EDA) economic development district program is a resource that complements existing federal programs to strategically direct regional efforts encouraging private and public investment, to retain and grow jobs and help alleviate economic disparity. In fall 2019, SMEDD was awarded a \$210,000 grant, leveraging an additional \$210,000 in match funding, to help pay the cost for economic development planning and administration efforts for three years. Sonoma and Mendocino counties work together to address major issues such as economic recovery and resilience planning, broadband expansion, housing and workforce improvement, which are strategic economic development goals of both counties. The SMEDD creates intergovernmental cooperation to develop and align programs for future growth

and development of the region.

The Board of Directors have powers to adopt rules and policies for operations of the SMEDD, approve an annual budget and work program, and hire staff. The Directors oversee implementation and updates to the 2016 Comprehensive Economic Development Strategies (CEDS). The specific responsibilities of the SMEDD Board of Directors is described by the JPA.

Robin Bartholow works for the North Coast Builders Exchange where she is Director of Marketing and Membership, Director of Workforce Development and Executive Director of the CHOICES Program. Michael Nicholls is a current EDB Board member. Michael serves as County Manager for the North Bay North Coast Broadband Consortium, Co-Chair of Access Sonoma Broadband, and Director of the Cazadero Community Services District. He is a former food industry executive with broad experience in production, international procurement, quality assurance and sales management in primary and secondary domestic markets throughout the United States.

Prior Board Actions:

December 8, 2015 approved the appointment of Robin Bartholow, Steve Herron, Pam Chanter and Michael Nicholls as governing body members to the SMEDD

June 16, 2015, approved an amended JPA incorporating EDA updated rules regarding economic development districts.

August 19, 2014, approved the JPA with the County of Mendocino for formation of the SMEDD.

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

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Staffing Impacts:

Agenda Date: 4/7/2020

Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

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Attachments:

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Related Items “On File” with the Clerk of the Board:

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