



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 4/20/2021

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**To:** Board of Supervisors of Sonoma County  
**Department or Agency Name(s):** Economic Development Board  
**Staff Name and Phone Number:** Sheba Person-Whitley (707) 565-7170  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Countywide

**Title:**

Economic Development Board Strategic and Resilient Initiative Analyst (Department Analyst)

**Recommended Action:**

1. Approve a Memorandum of Understanding between the County of Sonoma and Sonoma-Mendocino Economic Development District (SMEDD) for the provision of fiscal services on behalf of SMEDD.
2. Adopt a Resolution amending the Department Allocation list of the Economic Development Board, effective April 20, 2021.

**Executive Summary:**

In support of regional economic development efforts and project, staff recommends a memorandum of understanding with SMEDD, a Joint Powers Agreement (JPA) and between the Board of supervisors of Sonoma and Mendocino Counties. SMEDD does not maintain its own staffing or administrative resources. Accordingly, Economic Development department staff is available to provide administrative and fiscal support to the JPA. The attached agreement allows the JPA to reimburse the County for staffing resources and contracts associated with SMEDD projects.

The SMEDD partnership will assist our county with its comprehensive response to the COVID-19 Emergency. In order to support this regional priority, department management recommends adding 1 full-time equivalent (FTE) Department Analyst. The additional resource will create dedicated capacity for creating and executing programs related to the Sonoma County COVID-19 Recovery Action Plan, as well as coordinating regional recovery and economic development projects through the Sonoma-Mendocino Economic Development District (SMEDD), while identifying funding sources and matches for high-profile and impactful economic recovery activities. The additional staff position will be funded in part by a grant from the United States Economic Development Administration (EDA), with the remainder from the department's overall annual funding which includes contributions from the Economic Development Board foundation. The added staff resource will be a critical component in strengthening a regional economic development partnership with Mendocino County, as well the County's response to community and economic impacts related to the COVID-19 emergency, and any future disasters.

**Discussion:**

Formed in 2015, the SMEDD is an EDA-approved Economic Development District (EDD), guided by a Comprehensive Economic Development Strategy (CEDs) and led by a Board of Directors appointed by the Board of Supervisors in Sonoma and Mendocino counties, respectively. EDDs serve regional economic

development priorities and leverage federal funding to execute projects. Since formation, this arrangement has resulted in SMEDD providing grant application advice to assist other entities to secure nearly \$10 million for projects such as the creation of a regional construction training center and the formation of a revolving loan fund, among other activities.

To retain EDD status, the CEDS must be updated every five years. An updated CEDS is currently due in October 2021. In 2020, SMEDD was granted \$400,000 by the EDA to hire a consultant to carry out this work, while including a recovery and resiliency component related to COVID-19.

The EDA funding received also provides for staff resources to assist in the creation of an updated CEDS and execution of related projects, as well as local and regional efforts to benefit recovery and resiliency. (LS Comment: SMEDD is a separate legal entity. So if the County of Sonoma is going to use these funds to hire a permanent position, we need a contract with SMEDD to legally use their funds and be retained as their consultant.) The scope of duties for this time-limited Department Analyst position include:

- Managing consultant contracts, community outreach, data collection, industry research and final EDA approval related to the development and implementation of an updated CEDS with a focus on recovery and resiliency - especially with regards to COVID-19 related impacts.
- Development and implementation of specific and impactful programming related to approved CEDS recommendations for resiliency
- Building and managing partnerships and project-based activities related to near-term strategies included in the County's *Economic Recovery Action Plan*.
- Working closely with EDB staff and community partners to develop and support projects recommended in the five-year economic development strategic action plan, *Strategic Sonoma*.
- Convening and leading workgroups and taskforces as needed to gain input, direction and consensus on critical issues/actions.
- Maintaining an understanding of key economic strengths, weaknesses, opportunities and threats
- Identifying potential funding sources, as well as match dollars where needed
- Facilitating and strengthening relationships with external partners, other county staff/departments, and the community.

This is an important addition to the EDB staff, which will create additional capacity to design and execute impactful regional projects, while identifying and leveraging state and federal funding sources to support this work.

**Prior Board Actions:**

December 13, 2016 - Adopted a resolution accepting the Sonoma-Mendocino Comprehensive Economic Development Strategy (CEDS) and endorsing and application to the Economic Development Administration for Economic Development District (EDD) designation.

**FISCAL SUMMARY**

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
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Budgeted Expenses	\$38,000	\$146,500	
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$38,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal		\$71,448	
Fees/Other	\$38,000	\$75,052	
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>\$38,000</b>	<b>\$146,500</b>	

**Narrative Explanation of Fiscal Impacts:**

The estimated cost for this full-time, time-limited Department Analyst position is \$38,000 for the remainder of the FY 20-21 and \$146,500 for fiscal year 21-22. Funding for this position will be partially covered through an EDA grant, of which \$71,448 has been allocated, and the remaining cost will be covered with existing salary savings of \$38,000 in FY 20-21 and EDB's requested budget and contributions from the Economic Development Board Foundation in FY 21-22.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>
Department Analyst	\$5,963.95 - 7,247.52	1	0.0 <input type="checkbox"/>

**Narrative Explanation of Staffing Impacts (If Required):**

None.

**Attachments:**

Resolution amending Department Allocation List

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

None.