



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 12/9/2025

To: Board of Supervisors

Department or Agency Name(s): County Executive's Office

Staff Name and Phone Number: M. Christina Rivera 707-565-2431

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Approve the Re-appointment of Amanda Ruch to the RED Housing Fund Board of Directors for a four-year term beginning December 15, 2025, and ending on December 14, 2029. (Countywide)

Recommended Action:

Approve the Re-appointment of Amanda Ruch to the RED Housing Fund Board of Directors for a four-year term beginning December 15, 2025, and ending on December 14, 2029. (Countywide)

Executive Summary:

Staff recommends that the Board of Supervisors reappoint Amanda Ruch as the County of Sonoma's representative to the RED Housing Fund Board of Directors for a four-year term beginning December 15, 2025, and ending December 14, 2029. The RED Housing Fund, established on July 7, 2021, as a nonprofit public benefit corporation, was created to advance infill, transit-oriented, and workforce housing as part of the Renewal Enterprise District's broader efforts to support regional housing recovery following the 2017 wildfires and the availability of PG&E settlement funds. Amanda Ruch currently serves as Treasurer of the RED Housing Fund Board and brings more than two decades of experience in public finance, accounting, and auditing, including 14 years with the County of Sonoma.

Discussion:

Background.

The RED Housing Fund was created on July 7, 2021, when articles of incorporation were filed with the California Secretary of State to form the RED Housing Fund as a nonprofit public benefit corporation. The Fund was established as a key implementation tool emerging from the work of the Renewal Enterprise District (RED), which the County of Sonoma and the City of Santa Rosa formed to accelerate infill, transit-oriented, and workforce housing. Following the 2017 wildfires and the availability of PG&E settlement funds to support housing recovery and regional resiliency, the County and City explored creation of a dedicated financing vehicle to address persistent barriers to housing production, including limited predevelopment capital and rising construction costs. These efforts culminated in the formation of the RED Housing Fund, which is a distinct and independent entity from the Renewal Enterprise District but operates under a joint powers agreement.

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The RED Housing Fund's mission is to promote thriving, sustainable communities in Sonoma County by providing flexible financing for the development of inclusive, transit-oriented housing that serves a range of income levels and fosters environmental responsibility, economic growth, and a high quality of life for all residents.

The RED Housing Fund Board of Directors provides overall policy direction and governance for the Fund, overseeing its operations, financial management, and strategic priorities. The Board ensures that all activities advance the Fund's mission and support the development and financing of affordable housing within Sonoma County.

The Housing Fund is governed by a board of directors that has seven voting members, as follows:

- One director appointed by the County of Sonoma;
- One director appointed by the City of Santa Rosa;
- One director appointed by the Renewal Enterprise District;
- Four independent directors recommended by the RED Housing Fund board and appointed by counsel.

Currently there are six members of the RED Housing Fund Board: Veronica Ferguson (President and CEO); Todd Sheffield (Vice President); the County of Sonoma's appointee, Amanda Ruch (Treasurer); Michelle Whitman (Secretary); the City of Santa Rosa's appointee, David Gouin; and Executive Director of Generation Housing, Jen Klose. The County and City appointees to the RED Housing Fund Board may not be members of the Board of Supervisors or City Council, respectively. The initial term of office was four years, and persons appointed are limited to two consecutive terms or eight consecutive years of service. Your Board may replace its appointed director at any time.

Staff recommends that your Board reappoint Amanda Ruch as the County's representative on the RED Housing Fund Board of Directors for a four-year term beginning December 15, 2025, and ending December 14, 2029. Amanda Ruch, Assistant Auditor-Controller-Treasurer-Tax Collector for the County of Sonoma, is a Certified Public Accountant with 22 years of experience in accounting, financial reporting, and auditing, including 14 years working for the County.

Strategic Plan:

N/A

Prior Board Actions:

September 14, 2021

<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=5126705&GUID=561014E0-CF8D-4C2A-9188-15B82511EE7C&Options=&Search=>> - Board appointed the Assistant Auditor-Controller-Treasurer-Tax

Collector, Amanda Ruch, as the County's representative on the RED Housing Fund Board of Directors for a four-year term that started December 14, 2021.

FISCAL SUMMARY**Narrative Explanation of Fiscal Impacts:**

No fiscal impacts.

Narrative Explanation of Staffing Impacts (If Required):

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N/A

Attachments:

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