



# County of Sonoma

## State of California

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Date: August 13, 2024

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Adopting and Directing “Economic Development Collaborative” As The Official Name and  
Title of The County’s Economic Development Board**

**Whereas**, the Board of Supervisors adopted the Economic Development Board’s 3.0 Action Plan in December 2022, which recommends that the department broaden its communications and accessibility to the community and local partners; and

**Whereas**, the department contracted with The Engine is Red in April 2023 to develop a new branding and communications strategy that aligns with the 3.0 Action Plan recommendations; and

**Whereas**, it was determined that the use of term “Board” was, among other things, confusing to the general public, did not articulate the department’s services, and did not translate well into Spanish; and

**Whereas**, in light of the foregoing, staff is recommending that the name and title of the department be changed to the “Economic Development Collaborative”; and

**Now, Therefore, Be It Resolved by the Board of Supervisors of Sonoma County**, that the name “Economic Development Collaborative” is hereby adopted and directed as the official name and title of the County department formerly named the “Economic Development Board” and sometimes referred to as the “Economic Development Department,” effective as of the date of this Resolution. All references to the “Economic Development Board,” including in

Resolutions of this Board, the Sonoma County Municipal Code, and any other legal instruments, shall be deemed to refer to the "Economic Development Collaborative" as of the date of this Resolution, and staff is directed to take all steps and measures to implement said name and title change.

**Be It Further Resolved,** that the Sonoma County Economic Development Board, the advisory committee appointed by the Board of Supervisors, is hereby changed to be named and titled the "Sonoma County Economic Development Collaborative Advisory Board." As of the date of this Resolution, the Bylaws of said Committee and all other legal instruments pertaining to said Committee are hereby amended accordingly to reflect said change, and staff is directed to take all steps and measures to implement said name and title change.

**Supervisors:**

Gorin:	Coursey:	Gore:	Hopkins:	Rabbitt:
Ayes:	Noes:	Absent:	Abstain:	

**So Ordered.**