



SUMMARY REPORT

Agenda Date: 6/6/2023

To: County of Sonoma Board of Supervisors
Department or Agency Name(s): Human Resources Department
Staff Name and Phone Number: Janell Crane, 707-565-2885
Vote Requirement: Majority
Supervisory District(s): Countywide

Title:

Department Head Personal Services Agreement - Executive Director, Economic Development Board

Recommended Action:

Appoint Ethan Brown as the Executive Director of the Economic Development Board and authorize the Chair of the Board of Supervisors to execute a Personal Services Agreement for a three-year term, beginning June 13, 2023, at the "E" step in the position's salary range, including other County benefits and compensation as provided in Salary Resolution 95-0926.

Executive Summary:

The salary and fringe benefits provided to County department and agency heads must be considered by the Board of Supervisors at a regularly scheduled Board meeting. Further, an oral summary of the salary and benefits recommended action must be presented at the meeting where the final Board action is taken. (California Government code §54953, 54956)

After a successful nationwide recruitment and extensive selection process, it is recommended the Board appoint Ethan Brown as the new Executive Director of the Economic Development Board and authorize the Chair of the Board to execute a personal Services Agreement effective June 13, 2023, for a three-year term.

The Director reports to the Board of Supervisors and the agreement places Mr. Brown at the "E" step of the salary range for the job classification, which is currently \$169,056 annually. In addition to the annual salary, other benefits and compensation are provided as prescribed by Salary Resolution 95-0926.

Discussion:

The Economic Development Board (EDB) provides services to encourage the startup, retention, and expansion of Sonoma County businesses and jobs by promoting Sonoma County as an attractive place to do business. The EDB fosters job growth by providing local businesses, including those in minority and underserved communities, with tools to help them prosper while developing a workforce strategy driven by local employer needs. The department further maintains a sound economy by encouraging tourism through funding agreements with Sonoma County Tourism and visitor centers. The EDB has a ten-member advisory board composed of local business professionals appointed by the Board of Supervisors and is organized into four divisions:

1. Business Assistance Services
2. Research and Program Development

3. Broadband
4. Creative Sonoma

Together, these divisions provide services in the areas of Business Retention and Expansion, Entrepreneurship and Startup, Business Market Intelligence, Business Diversity, Financing and Access to Capital, Workforce Development, Research Reports, Workshops, Tourism, Expanding Communications Infrastructure, and Providing Resources to the Creative Arts Community of Sonoma County.

The Executive Director of the EDB reports to the Board of Supervisors and is responsible for planning and delivering the department's programs and initiatives. The Executive Director manages an operating budget of approximately \$6.4 million and 14 full-time equivalent employees for FY 22/23.

An extensive nationwide recruitment was conducted to fill this position. Candidates were invited to interview with a diverse group, consisting of subject matter experts, community stakeholders, and County department heads. At the conclusion of the process, the Board of Supervisors selected Ethan Brown as the next Executive Director.

Mr. Brown has been with the EDB for the last 11 years and has served as its interim director since December 2021. He started with the department in 2012 as a project coordinator/intern and prior to his appointment as interim director, served as business assistant officer, business retention and expansion program manager, and director of business development. Prior to working for the EDB, Mr. Brown was a Sonoma County small business owner.

During Mr. Brown's tenure at the EDB, he has built coalitions and alliances to address needs specific to industry and emergency response and has maintained productive working relationships with his peers and community partners. He brings a long-term vision to the EDB and revitalized the department with the creation of the 3.0 Action Plan, which will guide the county's future economic development through partnerships with community and business organizations to address persistent issues that constrain the local economy. This vision received unanimous support from the Board of Supervisors in December 2022 and is in its initial phase of execution.

Mr. Brown earned a Bachelor of Arts in Political Science from Sonoma State University. He is a member of Sonoma County Workforce Investment Board, Sonoma County Harvest Fair Board, Sonoma County Tourism Board of Directors, California Association for Local Economic Development, and the International Economic Development Council.

The Personal Services Agreement executes the salary at the "E" Step of the salary range, which is \$169,056 annually, with the term of June 13, 2023, to June 13, 2026. It includes all other benefits and compensation as prescribed in the County's Salary Resolution 95-0926.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

Agenda Date: 6/6/2023

No

Prior Board Actions:

None.

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY23-24 Projected	FY 24-25 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:

There is no anticipated fiscal impact to the Economic Development Board's budget for approving the recommended action. The salary and benefit costs of the EDB Executive Director are already programmed within the FY 2022-23 countywide budget.

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

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

Personal Services Agreement - Executive Director, Economic Development Board

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

None.