



## SUMMARY REPORT

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**Agenda Date:** 10/13/2020

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**To:** Sonoma County Board of Supervisors  
**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 Appointments

**Recommended Action:**

Approve the appointment of Lisa Badenfort and Jeff Kelly as governing body members to the Sonoma Mendocino Economic Development District for the term of October 13, 2020 to October 13, 2024.

**Executive Summary:**

This item requests that the Board approve the appointment of Lisa Badenfort and Jeff Kelly to fulfill two empty seats on the Sonoma Mendocino Economic Board of Directors, per the United States Economic Development Administration (EDA) rules.

**Discussion:**

The 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. The SMEDD seeks opportunities for federal assistance to help pay the cost for economic development planning and administration. As such, both Sonoma and Mendocino counties are currently working together on rural broadband planning, which is a strategic economic development goal of both counties. Additional and future projects also include actions aimed at continued economic, business and community resiliency. The SMEDD also provides a forum for intergovernmental cooperation to develop and align programs for future growth and development of the region.

On August 19, 2014, the Board of Supervisors approved the Joint Powers Agreement (JPA) with the County of Mendocino for formation of the SMEDD. On June 9, 2015 the Board approved an amended JPA incorporating EDA updated rules regarding economic development districts. The new rules required minor amendments to the previously approved JPA regarding board of director membership and meetings. The JPA guides the formation and provides governance for the District.

The management of the SMEDD is overseen by a 9-member Board of Directors (Board). The Board of Supervisors from both Sonoma County and Mendocino County each appoint four members. The eight appointed Board members will appoint a ninth member to represent the private sector business community.

The Board of Directors has the authority to adopt rules and policies for operations of the SMEDD, approve an annual budget and work program, and hire staff. The Directors oversee preparation and approve the SMEDD County Economic Development Strategy (CEDS) and periodic updates prior to EDA review. A part-time staff

person hired by the District Board and funded by the EDA manages District operations comprised primarily of seeking grant opportunities for operational funding and preparing grant applications for projects of regional benefit. The specific responsibilities of the SMEDD Board of Directors are described by the JPA.

Currently Robin Bartholow (representing the Sonoma County Workforce Investment Board) and Mike Nicholls (representing the Economic Development Board and North Coast Municipal Advisory Committee) serve as Sonoma County's appointed members, with two open seats.

Lisa Badenfort is currently the Public Affairs Director for North Bay REALTORS. She has lived in Sonoma and Mendocino Counties for over 20 years each, and has experience representing state legislators, business groups, nonprofits, and issues such as housing, broadband, agriculture, food, and governance.

Jeff Kelley is a real estate and finance professional with Tri-Counties Bank, as well as a social entrepreneur working to make housing affordable by making Accessory Dwelling Units easier to locate and build. His community service includes work with ROC Sonoma County, the US Green Building Council, Farmster, and Sustainable North Bay.

**Prior Board Actions:**

- April 7, 2020, Approved re-appointment of Robin Bartholow and Michael Nicholls as SMEDD Directors (term: 4/7/2020 - 4/7/2024)
- December 8, 2015, Approved appointment of Robin Bartholow, Steve Herron, Pam Chanter, and Michael Nicholls as SMEDD Directors (term 1/1/2016 - 12/31/2019)
- June 9, 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**

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

**Narrative Explanation of Fiscal Impacts:**

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**Staffing Impacts:**

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

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

**Attachments:**

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