



April 23, 2025 Advisory Board Meeting

Wednesday, April 23, 2025

7:40am - 9:00am

Economic Development Collaborative

141 Stony Circle Suite #110

Santa Rosa, CA, 95401

For special accommodations please contact: juanita.fong@sonoma-county.org

EDC Meeting Agenda

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

A. March 2024 EDC Minutes - 3

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Creative Sonoma - 6

ii. Team Overview & Business Assistance - 8

IV. BOARD BUSINESS

A. Guest Speaker: Brooke Ross, Development & Site Acquisition Specialist at Gallaher Companies

B. Board Reports on district updates and challenges (15 mins)

C. Action Items for next meeting (5 mins)

V. NEW BUSINESS

A. Discussion: Community Wealth Model

VI. PUBLIC COMMENTS ON MATTERS NOT LISTED ON THE AGENDA BUT WITHIN THE SUBJECT MATTER OF THE BOARD

Comments are restricted to matters within the Board's jurisdiction. Each person is usually granted time to speak at the discretion of the Chair. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the brown Act, Board members may not deliberate or take action on items not on the agenda.

VII. ADJORN - NEXT SCHEDULED MEETING - Wednesday, May 28, 2025

Economic Development Board Meeting Minutes

Wednesday, March 26, 2025

I. CALL TO ORDER/ROLLCALL

ADJORN

Kathryn Phillip, Chair called to order the Economic Development Collaborative (EDC) at 8 am on March 26, 2025

The following EDB Board members were present: Kathryn Philips, Wayne Leach, Jordan Kivelstadt, Linda Kachiu, Nick Schwanz, Ricardo Marzo

The following EDB staff members were present: Ethan Brown, Bernadette Marko, Tara Thompson, Christine Palmer, Jack Kampmann, Juanita Fong, Patricia Andrews, Debbie Yarrow, Marcos Suarez, Lindsey Collins, Kate Fosburgh

II. CONSENT ITEMS

- A. The meeting minutes from December 2024 –January 2025-February 2025 were approved

Motion: Ricardo Marzo Second: Nick Schwanz Opposed: none In favor: 6

III. POLICY PROGRAM UPDATES

- A. Executive Director Updates

Executive Team has elected not to recruit a direct replacement for the vacant Business Development Manager. Ultimately, this is a cost saving measure that will allow staff to dedicate a significant amount of budget to services and get more resources into the community.

Medium and long-term changes include the following:

- Reinstatement of a full-time Program Officer within Creative Sonoma
- Creation of a new grants manager position within the Partnerships and Special Projects division; and
- The provision of greater resources dedicated to interaction and services to the business community.

Board of Directors

Kathryn Philip, Chair | Skip Brand | Meilin Tsao | Wayne Leach |
Linda Kachiu | Regina Mahiri | Richard Marzo | Jordan Kivelstadt |
Nick Schwanz | Ethan Brown, Executive Director

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EDC Advisory Committee Charter is currently set to go before the Board of Supervisors on April 15th, though Counsel is currently researching the correct approach, which may delay the item by a week or two. Meanwhile, staff is aware that it needs to be creating a parallel strategy for the Foundation Board as well. More details on that will be available for your Board in a future update.

B. Creative Sonoma

Art Ed Symposium event will be held April 14 invite sent to everyone, Debbie asked for Board member to please help spread the word about the event.

College and Career Pathways in the Arts was postponed from an in-person event to a webinar that took place on March 10th. High school, community college, and university students were invited to learn more about careers in the arts, arts education and the creative economy. The recorded webinar is available on Creative Sonoma's website

IV. BOARD BUSINESS

A. Guest Speaker: Leslie Simmons, Vice President Impact & Investments Career Technical Education (CTE) Foundation

Career Technical Education, also referred to as CTE, is a multi-year sequence of courses that integrates core academic knowledge with technical and occupational knowledge to provide students with a pathway to post-secondary education and careers. CTE programs deliver an enriched educational experience that promotes student interest and academic success while developing technical and career readiness skills necessary for the workplace of the future. Graduates of today's rigorous and relevant CTE programs are better prepared for high-wage, high-skill and high demand careers. Board Reports on district updates and challenges

CTE better prepares students for life after high school, ensuring higher levels of success in their pursuit of post-secondary degrees, certifications and training. The program fosters an environment to learn and practice skills needed in life and work, such as collaboration, communication and initiative, as well as technical skills related to specific careers.

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B. Board Reports on district updates and challenges

D5: still having major construction challenges, Nick would like to have local real estate check in with affected tenants

D4: there are safety concerns in the community regarding ICE and we would like to address/lessen that.

D1: there is also hesitancy and fear in the D1 community. Its showing in lack of attendance at public seminars for Latino, participation in the community or public events. We need to help the Latino community be able to participate safely. How do we represent that community and help them?

V. ADJOURNMENT

Kathryn Philip adjourned the meeting at 9am

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**Economic Development Collaborative
Creative Sonoma Update
April 2025**

ADMINISTRATION

Staff will be attending the [Arts & Culture Summit](#) and a State-Local Partners Convening in Sacramento on April 21-22. These events are aligned with the state-wide celebration of Arts, Culture, & Creativity Month (April)—a month of free events, resources, and advocacy opportunities across the state with the goal of engaging arts advocates and raising awareness of the impact of the arts within communities! ACCM was established in 2019 after a successful campaign by Californians for the Arts, passed by a concurrent resolution in the California Senate. Visit <https://www.caforthearts.org/programs/arts-culture-and-creativity-month> for more information, toolkits, and events in which you can participate!

ARTS EDUCATION

Arts Ed Symposium

This event was held on April 14 to connect principals, superintendents, chief business officers, HR, school arts teachers, and school arts leads with **Sonoma County arts providers** and offer valuable information about **how to build and support arts programs with Prop 28**.

- Schools and school district leaders learned about compliance with **Prop 28**, explored other funding sources, and shared strategies for scheduling, curriculum development, staffing, and strategic planning. Presentations made by [Dr. Eric Engdahl](#), currently serving on the statewide Prop 28 Committee, SCOE VAPA Coordinator **Nzinga Woods**, and Petaluma City Schools VAPA Lead, **Erinn VanderMeer**.
- Sonoma County arts providers tabled and presented their organization's offerings. Arts providers connected with schools to establish and strengthen partnerships.
- A **new countywide arts education plan**, an **international early childhood art exhibition**, and the award for **Arts Educator of the Year** were shared. Sonoma County Superintendent, **Dr. Amie Carter**, spoke about the importance of arts education for all students. The event also included performances by dancers from Elsie Allen High School and an exhibit of artwork from TK artists and their art educators.

Sonoma County Collaborative Arts Education Plan

The 5-year countywide arts education plan has been finalized. The plan is being converted into a useful interactive digital dashboard to keep progress and collaboration active and progressing.

AEA Mix and Mingle and More

On May 29, celebrate another school year with the arts education community! All arts education advocates are welcome. Catch up with acquaintances and meet new folks as you enjoy The California Theatre's space and beverage and food menus.

GRANT MAKING & PROFESSIONAL DEVELOPMENT

District 5 Community Public Art Project Grants

A grant review panel has made funding recommendations to support 19 projects out of 25 submissions. Grant awards will be announced in late April. Visit the website to find out more about the goals and funding for this [grant program](#).

Arts Emerging Artist Incubator

SebArts Emerging Artist Incubator Program, funded by Creative Sonoma, is designed to empower and support talented emerging artists on their journey to establish themselves as successful and sustainable artists by providing professional development. The Cohort for the 2025 [Artist Incubator](#) program has been selected! Congratulations to the following artists:

Annabel Barst, Ceramics | Rogelio Cruz, Sculpture | Rachel Horton, Ceramics | Keviette Minor, Painting | Maura Palmer, Ceramics | Bug Thompson, Painting | Savannah Vanzutphen, Sculpture

A part of the program includes FREE Professional Development Workshops open to the public. All workshops held at Sebastopol Center for the Arts. Register online [HERE](#).

- Branding and Marketing - April 17, 10-11am
- Writing an Artist Statement and Bio - April 24, 10- 11am
- Social Media Mastery - May 1, 10- 11am
- Finances and Bookkeeping - May 29, 10-11am
- Paths for Success - June 12, 10-11am
- Curatorial Guidance - June 19, 10-11am

BIPOC Producers Lab

The BIPOC Producers Lab, an initiative led by Kimzin Creative in partnership with Creative Sonoma, is in full swing with Artists **Dani DiAngelo** and **Nélida Samara** selected for this transformative nine-month program. Designed to uplift emerging BIPOC producers in Sonoma County, the lab equips them with essential skills in artistic production, budgeting, contracts, and purpose-driven event planning—guided by international cultural producers.

Dani and Samara have successfully produced two events for ASAMBLEA (Sonoma County's BIPOC & Queer Artist Collective) and are now developing a large-scale cultural event set to debut in late summer 2025. With a \$10,000 production budget and ongoing mentorship, they are shaping a unique artistic experience that will bring together artists, community members, and cultural organizers. Follow [@kimzincreative](#) for updates on their journey and upcoming events!

Stay informed with Currents, Creative Sonoma's monthly e-newsletter! Subscribe [HERE](#)

Business Services & Research

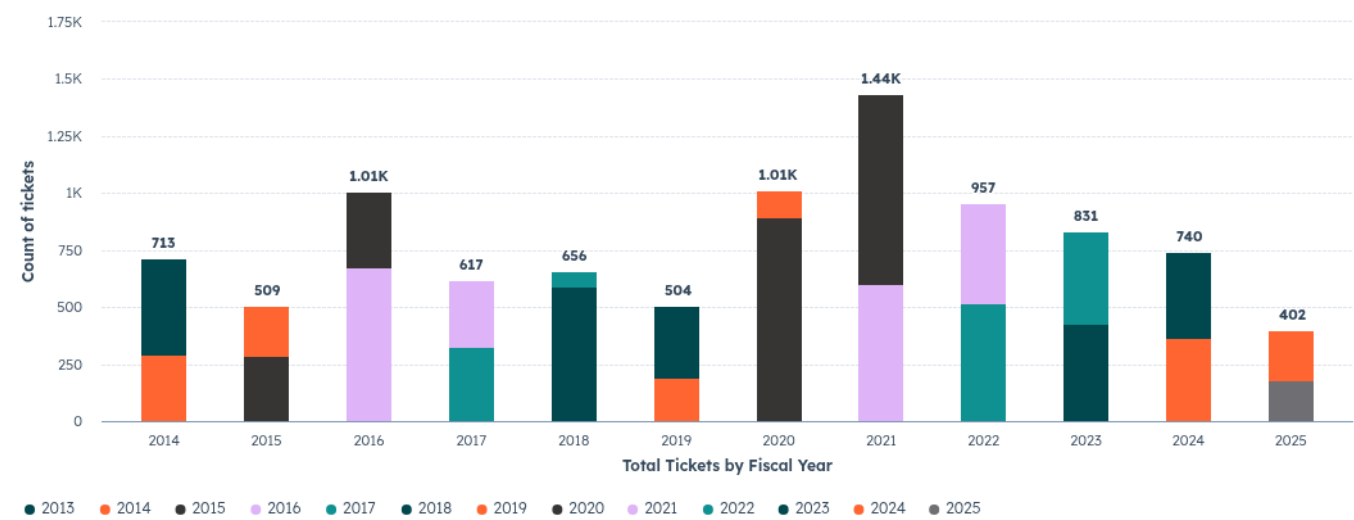
April 2025

TEAM MEMBERS

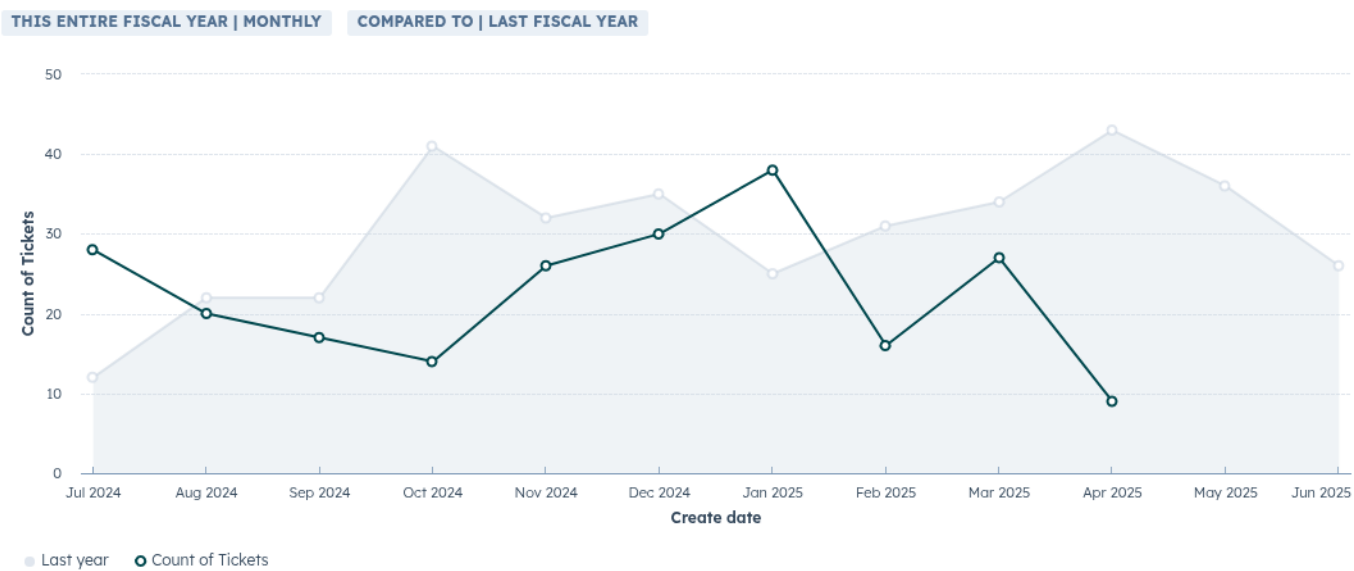
- Christine Palmer, Business Insights Program Manager
- Jack Kampmann, Economic Research & Workforce Initiatives Fellow
- Jessica Martinez, Business Diversity & Inclusion Project Coordinator
- Lindsey Collins, Business Services Program Assistant
- Marcos J. Suarez, Business Diversity & Inclusion Program Manager
- Patti Andrews, Business and Workforce Services Program Manager

HUBSPOT DASHBOARD – BUSINESS SERVICES & RESEARCH TEAM FY25

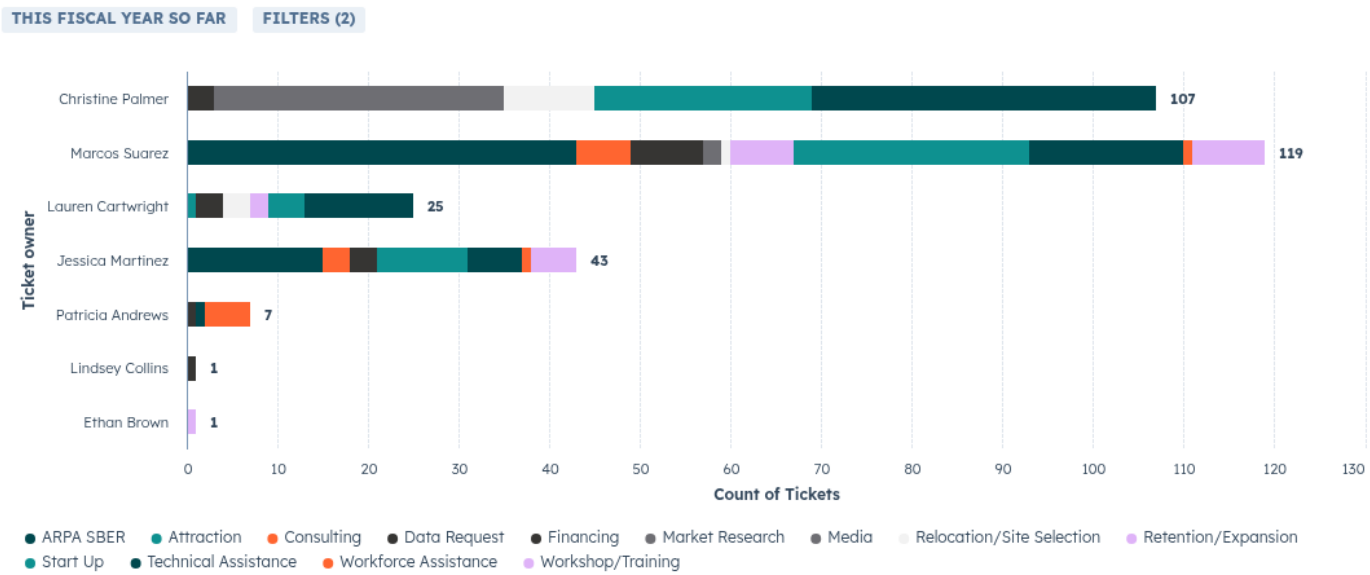
EDC Historical Data



Businesses Served



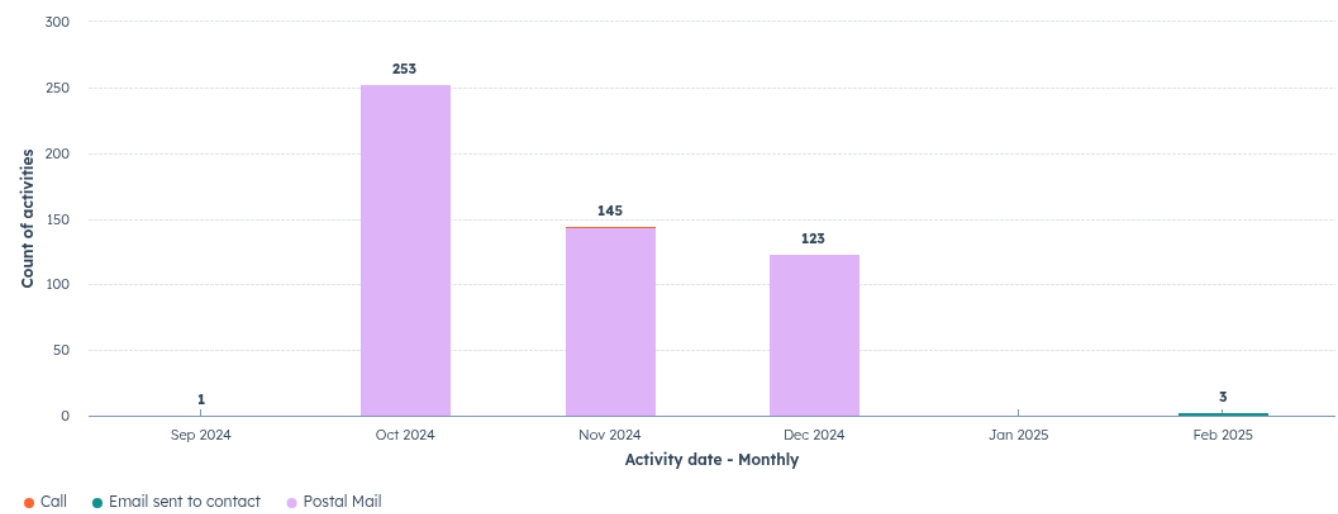
Business Services



Business Assist Detail



Business Outreach Activities



Business Outreach Meetings & Site Visits

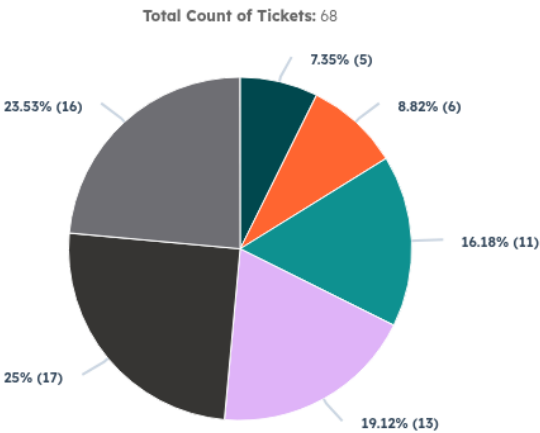
THIS FISCAL YEAR SO FAR FILTERS (3)

MEETING
7

Market Research

FROM 7/1/2024 TO 6/30/2025 FILTERS (2)

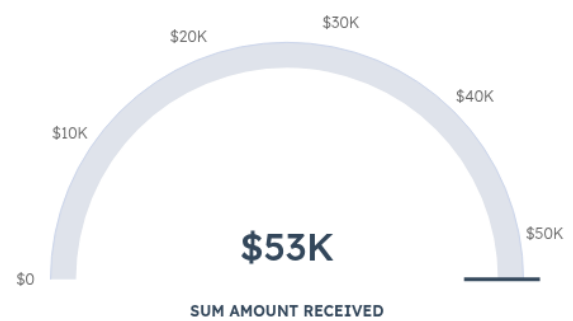
Demographics Employment Industry Report Marketing List Site Selection Other - Market Research



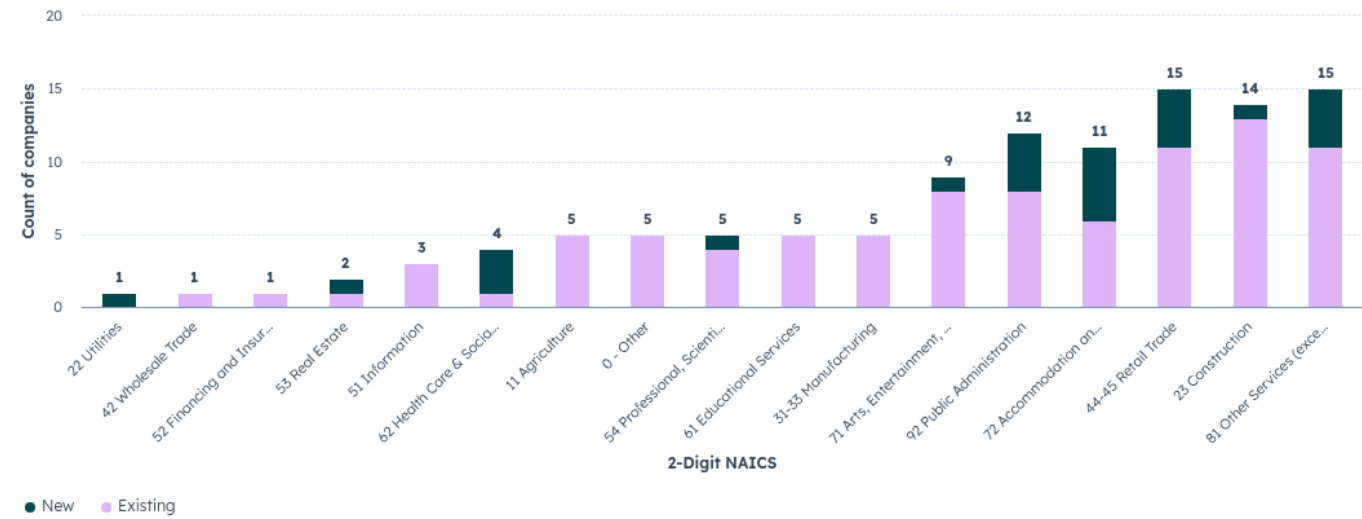
Grant Programs

FROM 7/1/2024 TO 6/30/2025 FILTERS (2)

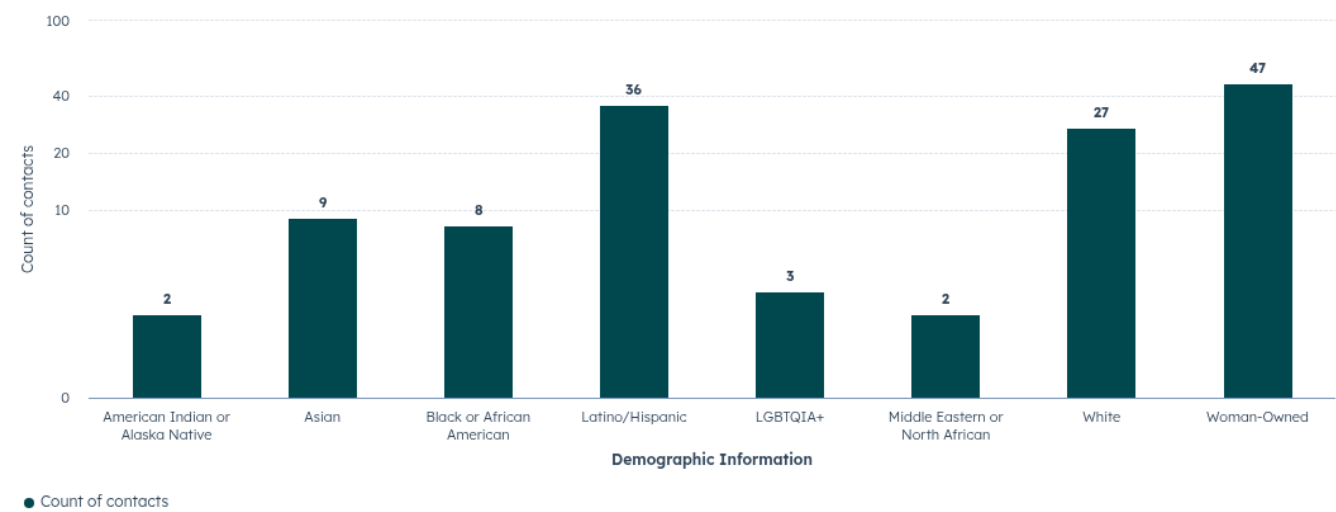
● Sum Amount Received



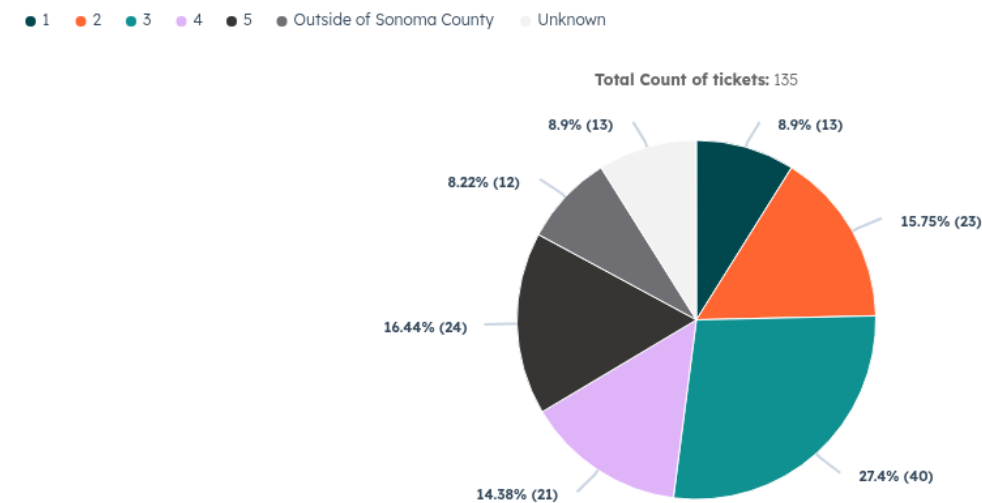
Business Industry



Business Owner Demographics



Supervisor District



Business Diversity & Inclusion Program Report – April 23, 2025 Advisory Meeting

– Marcos J. Suarez & Jessica Martinez

Vamos A Los Talleres/8 Week Small Business Workshop Cohort in Spanish Healdsburg

– Mondays 6pm-8pm, March 3, 2025 - April 28, 2025, at True West Film Center, Healdsburg

In collaboration with Vamos North Bay, I put together an eight- part series of business workshops to foster entrepreneurship in Healdsburg and North Sonoma County.

Presenters include our partners, Better Business Bureau, Crecer Capital, Hispanic Chamber of Commerce, Sonoma SBDC, Red Latin X and Sonoma County Environmental Health Dept. Our board chair, Kathryn donated the space at True West Film Center. We have had up to 43 attendees at the workshops, ranging from start-ups to 11-year-old businesses.

Café Puente Talleres/8 Week Small Business Workshop Cohort in Spanish Petaluma

– Mondays, 6pm-8pm, May 12, 2025 – July 14, 2025

In collaboration with Café Puente and our partners we are working on the next cohort beginning May 12. (We will be heading to Guerneville next and then Sonoma.)

City of Rohnert Park, Economic Development Collaboration

Collaborating with city of Rohnert Park to bring a pilot Night Market that will include food trucks in underutilized areas of the city in order to activate them and bring more foot traffic. We are conducting outreach to the businesses in the identified areas.

Community Impact Network- Chambers and CBO's Collaboration

The Community Impact Network was formed to bring together chambers and CBO's on a monthly basis to share resources and services. We are coming together to find out what the needs are in the community and deploy resources and services where needed. There has been a lot of referrals of services, not only to our department, but amongst the other collaborating members. From First 5 of Sonoma County, Sonoma CAN, Secure Families, Los Cien, to North Bay Black Chamber, Asian American Pacific Islander Coalition of the North Bay, Rohnert Park Chamber, Hispanic Chamber, SBDC etc.

Attended Networking Meeting and Events to provide EDC resources and support to small business owners

- Hispanic Chamber of Commerce- 03/20/25
- North Bay Black Chamber of Commerce- 03/26/25
- State of Latino Entrepreneurship Summit at Stanford University- 03/27/25
- Supervisor Hermosillo's office outreach to parents in Avance program at Hanna Center- 04/01/25 - 04/03/25
- Quinoa Taste of Peru Ribbon Cutting w/ Petaluma Chamber- 04/03/25
- Springs MAC meeting w/ Supervisor Hermosillo- 04/09/25
- Multi-Chamber of Commerce event- 04/10/25
- Xies Sushi Rolls Soft opening- 04/11/25



Workforce and Business Services Report – April 23, 2025 Advisory Meeting

Youth Opportunity Fair

On Thursday April 10, 2025, The Economic Development Board, in collaboration with Sonoma County Job Link's Youth Program and The Boys & Girl's Club of Sonoma-Marin are hosting an Opportunity Fair at the Los Guilicos Youth Detention Facility from 9:30am – 12:45 pm.

Over the past two months, Jack Kampmann and Patti Andrews, presented workshops for the youth at the Juvenile Hall, learning about their career interests, and helping them navigate various professional pathways. Many expressed interest in meeting with local employers to learn more about their career opportunities. The Opportunity Fair is the culmination of those efforts.

The Opportunity Fair offers a great chance for the local youth to connect with employers and explore career options. Focusing on general career opportunities will give these youth a broad view of the job market and a chance to explore various paths. It also provides flexibility for them to consider different industries and roles they might not have thought about before.

Sonoma State University Nursing Program Meeting

On Wednesday April 2, 2025, members from the Economic Development Collaborative team, Christine Palmer, Catherine DiPasqua, and Patti Andrews met with Dr. Krista Altakar, the Chair of Nursing at SSU and Anne-Marie O'Brien a Professor of Nursing at SSU, to discuss how the EDC can be helpful with SSU's desire to expand their very successful Nursing Program.

Our discussion focused on some crucial challenges and opportunities for expanding SSU's Nursing Program, especially in the context of healthcare education in California. Here's a summary of the key points and next steps from the discussion:

Summary of Key Points:

Challenges to Expanding Healthcare Programs:

- There were discussions about the general limitations and barriers to expanding healthcare programs, particularly nursing programs, at the college level.
- Dr. Altakar and Dr. O'Brien highlighted the heavy regulatory environment in California, especially regarding hospital-specific requirements, which can make it more difficult to expand nursing programs compared to other states.

Student Expenses:

The group also touched on the significant costs students face when pursuing healthcare degrees and licenses. This includes tuition and other associated expenses.

Potential Solutions:

Potential solutions discussed included exploring local scholarship and stipend opportunities to alleviate some of these financial burdens.

Frustrations with California's Regulations:

Dr. O'Brien noted that, compared to other states where she has taught, California's regulations are particularly stringent. She asked for help in communicating these challenges to a wider audience who might have the power to influence policy and regulatory processes.

EDC's Commitment

The Economic Development Collaborative (EDC) team committed to exploring ways to address SSU's concerns and facilitate communication between stakeholders. This could include identifying ways to ease regulatory burdens or help expand healthcare programs more effectively.

Reviving Partnerships for Healthcare Grants:

Patti Andrews mentioned the possibility of reviving previous partnerships that existed to pursue healthcare grant opportunities. She highlighted that the Sonoma County Workforce Investment Board (WIB) had been successful in securing healthcare grants in the past, and the EDC plans to leverage that success to secure current funding.

Next Steps:

- The group agreed to meet again to discuss next steps, potentially working on addressing the challenges and securing funding to expand the nursing program at SSU.
- Further Research: The EDC team will look into SSU's concerns and explore ways to facilitate discussions on these issues.

Grant Exploration: Patti will work on re-establishing partnerships for healthcare grants and seek out new opportunities.

Continued Dialogue: Follow-up meetings will be planned to assess progress and refine the approach as needed.