



May 28, 2025 Advisory Board Meeting

Wednesday, May 28, 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 2025 EDC minutes - 3

B. April 2025 EDC Minutes - 6

III. POLICY/PROGRAM UPDATES

A. Board Feedback/Questions on Information Items

i. Executive Director Update

ii. Creative Sonoma - 9

iii. Business Assistance - 11

iv. Broadband - 18

IV. BOARD BUSINESS

A. Guest Speaker: Karissa Kruse, CEO and president of the Sonoma County Winegrowers

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

C. Discussion: Community Wealth Model

D. Action Items for next meeting (5 mins)

V. NEW BUSINESS

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, June 25, 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 Board
Meeting Minutes
Wednesday, April 23, 2025

I. CALL TO ORDER/ROLLCALL

ADJORN

Kathryn Phillip, Chair called to order the Economic Development Collaborative (EDC) at 8 am on April 23, 2025

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

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

II. CONSENT ITEMS

- A. The meeting minutes from March 26 were not approved due to lack of quorum

III. POLICY PROGRAM UPDATES

- A. Creative Sonoma

Has a partnership with the Luther Burbank Center for the arts and will be offering a teaching artist certificate starting in fall. It is a series of 5 workshops for artists, the candidates who have completed the training will be part of a practicum supported by Creative Sonoma to prepare them for the classroom.

Kathryn asked Creative Sonoma if they know if there are other schools or organizations that may be partnering with existing organizations to push along the career technical education (CTE) pathway

Debbie let the board know that 20% of the Prop 28 funding can go towards professional development, so if there's a school with a teacher that is interested in using funds to attain the CTE credential the option is there.

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B. Team Overview & Business assistance

Ethan spoke about some of the changes we can make to the monthly business assistance reports to reflect the Boards request. He also spoke to some of the challenges we are currently facing regarding platform's capacities and needing to build out the program to allow us to better track outcomes versus inputs.

Jessica spoke about the small business workshops the business diversity team has been and will be conducting. There is also a survey for businesses to highlight challenges as well as opportunities they are currently experiencing.

Staff and the board discussed the outcomes and discussion had at the meeting the EDC had with Sonoma State to discuss how the EDC can be helpful with SSU's desire to expand their successful Nursing Program. The 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. The EDC's next Steps consist of:

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.

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IV. BOARD BUSINESS

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

Gallaher Companies is a development company headquartered in Windsor CA, with projects throughout the Western United States. Founded and run by the Gallaher Family, the company manages all aspects of the development process. From site acquisition, entitlements, architectural and landscape plans, to floor plans and interior design: all is handled in-house. The final phase, building, is realized by the building arm, OSL Construction. With all aspects under the same roof, the company moves swiftly and efficiently with optimal quality control, from beginning to end. Brooke also spoke about her the key role in raising awareness about the need to save Athena House and brokered the sale with Bill and Cindy Gallaher.

The EDC Advisory Board engaged in a questions and answers session with Brooke regarding her role in development and site acquisition as well as the future plans for Gallagher community affordable housing.

- B. Board Reports on district updates and challenges

Ethan updated the Board on the status of the EDC Advisory Boards new direction and its progress in dissolving the Advisory Board and creating an advisory committee in its place.

V. ADJOURNMENT

Kathryn Philip adjourned the meeting at 8:45 am

Board of Directors

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