

# Economic Development Board Foundation Meeting Book

Wednesday, May 22, 2024

7:30 a.m. – 8:00 a.m.

**EDB Office** 

141 Stony Circle

Suite 110

Santa Rosa, CA 95401

# FOUNDATION

### Economic Development Board Foundation Meeting Agenda Wednesday, May 22, 2024 7:30 a.m. – 8:00 a.m.

### I. CALL TO ORDER

### II. CONSENT ITEMS

All agenda items on the Consent calendar will be approved in a single motion unless a Board or Staff member requests separate action on a specific item.

- A. Minutes of meeting dated (page 3)
- B. Monthly Financial Statements December 2023 (page 4)

### III. ACTION/POLICY ITEM

A. Jan 2024 Economic Perspective Closeout (page 17)

Approve closeout for 2024 Economic Perspective, approve reimbursement to County of Sonoma - \$11,830,60, retain balance of \$137 in Spring Economic Perspective class

### IV. INFORMATIONAL ITEMS

All informational items are included in the board packet for Board feedback or questions.

A. Foundation Sponsorships Update (page 18)

# V. 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.

### VI. BOARD MEMBER ANNOUNCEMENTS

VII. CONCLUSION: Next Scheduled Meeting – Wednesday, June 26, 2024

# **Economic Development Board Foundation Meeting Minutes**

Wednesday, April 24, 2024

### I. CALL TO ORDER/ROLL CALL

Katherine Hecht, Chair called to order the Foundation meeting of the Economic Development Board (EDBF) at 7:32 AM on April 24, 2024, at the EDB Office.

The following EDB Board members were present: Kathryn Hecht, Wayne Leach, Jorge Alcazar, Jordan Kivelstadt, Nick Schwanz, Linda Kachiu, Betzy Chavez, Skip Brand

The following EDB staff members were present Ethan Brown, Debbie Yarrow, Kate Fosburgh, Lauren Cartwright, Bernadette Marko, Lindsey Collins, Katherine DiPasqua, Tara Thompson, Rebekah Heinze, Marcos Suarez, Patricia Andrews, Aleena Decker, Christine Palmer

### II. CONSENT ITEMS

A. The meeting minutes from March 27, 2024, were approved.

Motion: Jorge Alcazar Second: Nick Schwanz

In favor: 8 Opposed: 0 Abstained: 0

### III. CONCLUSION

Kathryn Hecht, Chair adjourned the meeting at 7:35 AM.

### FINANCIAL STATEMENTS

December 31, 2023 Accrual Basis

# FOR THE SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD FOUNDATION BOARD OF DIRECTORS

PREPARED BY: Rebekah Heinze

### **Statement of Financial Position & Statement of Activity**

Net income for the month of December was \$3,151. Income received was for Restaurant Week sponsorships and the County contribution for the 2023 Fall Economic Perspective event. Expenses incurred were primarily for the Fall Economic Perspective event and software subscriptions. Interest income in the amount of \$1,458 is from the Foundation's money market accounts and certificates of deposit.

### **Accounts Receivable**

As of December 31, 2023, there was a total of \$90 due for the 2019 Fall Economic Forecast, \$140 for the 2022 Fall Economic Perspective, \$115 due for Spirit of Sonoma, \$80 due for the Spring Economic Conference, \$600 due for 2023 Fall Economic Perspective, \$613 due for general services portion of the Dec CoStar subscription and \$9,700 due for Sponsorships.

### **Accounts Payable**

As of December 31, 2023, there was \$920 due for the monthly business tools software and \$50,283 due to the County of Sonoma for the Fall Economic Perspective and November 2023 Hewlett and Mantiou21 grant expenses. \$37,445 was paid as of January 2024.

### Sonoma County Economic Development Board Foundation Statement of Financial Position

As of December 31, 2023

	Dec 31, 23	Jun 30, 23
ASSETS		
Current Assets		
Checking/Savings		
Exchange Bank Money Market	\$ 1,401,977	\$ 1,347,162
Exchange Bank Checking	82,205	191,066
Total Checking/Savings	1,484,182	1,538,228
Accounts Receivable		
Accounts Receivable	11,338	4,125
Total Accounts Receivable	11,338	4,125
Other Current Assets		
Certificates of Deposit	315,987	312,810
Undeposited Funds	1,226	1,284
Total Other Current Assets	317,213	314,094
Total Current Assets	1,812,733	1,856,447
TOTAL ASSETS	\$ 1,812,733	\$ 1,856,447
LIABILITIES & NET ASSETS		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	\$ 51,203	\$ 74,675
Total Accounts Payable	51,203	74,675
Other Current Liabilities		
Deferred Sponsorship	<u> </u>	5,000
<b>Total Other Current Liabilities</b>	-	5,000
Total Current Liabilities	51,203	79,675
Total Liabilities	51,203	79,675
Net Assets		
Restricted Net Assets	1,244,369	1,434,737
Designated Net Assets	532,402	473,961
Net Income	(15,241)	(131,926)
Total Net Assets	1,761,530	1,776,771
TOTAL LIABILITIES & NET ASSETS	\$ 1,812,733	\$ 1,856,447

# Sonoma County Economic Development Board Foundation Statement of Activity

December 2023

		Jul - Dec 23
Ordinary Income/Expense		
Income		
Registration Fees	\$ -	\$ 13,020
Event Sponsorship	-	1,000
Donations	3,500	62,000
Admin. Fee (Collected)	2,103	2,103
Total Income	5,603	78,123
Gross Profit	5,603	78,123
Expense		
Administrative Fee	2,103	2,103
Merchant Fees	20	327
Equipment Rental	-	374
Event Catering	-	7,236
Event Facilities	-	3,869
Photography	-	450
Promotional Expense	761	761
Dues and Subscriptions	-	600
Grants Awarded	-	33,600
Marketing and Advertising	359	359
Meal Expense	-	1,715
Consulting Fees	-	450
Professional Fees	-	25,957
Software	307	22,466
Sponsorship Costs	-	1,134
Translation Services	360	360
Total Expense	3,910	101,761
Net Ordinary Income	1,693	(23,638)
Other Income/Expense		
Other Income		
Interest Income	1,458	8,396
Total Other Income	1,458	8,396
Net Other Income	1,458	8,396
Net Income	\$ 3,151	\$ (15,241)
Net Assets at 07/01/23		1,776,771
Net Assets at 12/31/23		\$ 1,761,530

# Sonoma County Economic Development Board Foundation A/R Aging Summary As of December 31, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of Santa Rosa	\$ -	\$ -	\$ -	\$ 6,000	\$ -	\$ 6,000
Congressman Mike Thompson	-	-	-	-	90	90
County of Sonoma, Board of Supervisors	-	-	-	-	140	140
County of Sonoma, General Services	613	-	-	-	-	613
Engineering Contractors Association	-	-	-	-	115	115
Jackson Family Wines	2,000	-	-	-	-	2,000
Pisenti & Brinker LLP	-	-	-	-	1,700	1,700
Umpqua Bank	-	-	-	-	80	80
Workforce Investment Board					600	600
TOTAL	\$ 2,613	\$ -	\$ -	\$ 6,000	\$ 2,725	\$ 11,338

# Sonoma County Economic Development Board Foundation A/P Aging Summary As of December 31, 2023

	C	urrent	1	- 30		31 - 60	)	61 -	90	> 9	90	TC	DTAL
CoStar Group	\$	-	\$	920	*	\$	-	\$	-	\$	-	\$	920
County of Sonoma, EDB		1,480	3	36,525	*	12,27	'8_		_			5	0,283
TOTAL	\$	1,480	\$ 3	37,445		\$ 12,27	'8	\$	-	\$	-	\$ 5	1,203

<sup>\*</sup> Paid as of January 2024

	Creative Sonoma		Economic spective	General & Administrative		
	(Designated)	(Des	signated)	(Des	signated)	
Ordinary Income/Expense						
Income						
Registration Fees	\$ -	\$	13,020	\$	-	
<b>Event Sponsorship</b>	-		1,000		-	
Donations	-		1,500		-	
Admin. Fee (Collected)			_		2,103	
Total Income	-		15,520		2,103	
Gross Profit	-		15,520	<u> </u>	2,103	
Expense						
Administrative Fee	-		2,103		-	
Merchant Fees	-		-		120	
Equipment Rental	-		374		-	
Event Catering	-		7,236		-	
Event Facilities	-		3,084		786	
Photography	-		450		-	
Promotional Expense	-		761		-	
Dues and Subscriptions	-		-		-	
Grants Awarded	-		-		-	
Marketing and Advertising	-		359		-	
Meal Expense	-		-		1,715	
Consulting Fees	-		_		-	
Professional Fees	-		_		-	
Software	-		-		-	
Sponsorship Costs	-		-		-	
Translation Services	-		360		_	
Total Expense	-		14,727	•	2,620	
Net Ordinary Income	-	-	793	•	(517)	
Other Income/Expense					,	
Other Income						
Interest Income	-		-		8,396	
Total Other Income	-	•	-	•	8,396	
Net Other Income	-		_		8,396	
let Income	\$ -	\$	793	\$	7,879	
let Assets at 06/30/23	11,247		_		141,274	
let Assets at 12/31/23	\$ 11,247	\$	793	\$	149,153	

	Research Initiatives Program (Designated)		Spring Economic Perspective (Designated)	Total Designated  Net Assets
Ordinary Income/Expense				
Income				
Registration Fees	\$	-	\$ -	\$ 13,020
<b>Event Sponsorship</b>		-	-	1,000
Donations		58,500	-	60,000
Admin. Fee (Collected)		<u>-</u>		2,103
Total Income		58,500		76,123
Gross Profit		58,500	-	76,123
Expense				
Administrative Fee		-	-	2,103
Merchant Fees		207	-	327
<b>Equipment Rental</b>		-	-	374
Event Catering		-	-	7,236
Event Facilities		-	-	3,869
Photography		-	-	450
Promotional Expense		-	-	761
<b>Dues and Subscriptions</b>		-	-	-
Grants Awarded		-	-	-
Marketing and Advertising		-	-	359
Meal Expense		-	-	1,715
Consulting Fees		-	-	-
Professional Fees		-	-	-
Software		22,466	-	22,466
Sponsorship Costs		1,134	-	1,134
Translation Services				360
Total Expense		23,807	-	41,154
Net Ordinary Income	·	34,693	-	34,969
Other Income/Expense				
Other Income				
Interest Income				8,396
Total Other Income	-			8,396
Net Other Income				8,396
Net Income	\$	34,693	\$	\$ 43,365
Net Assets at 06/30/23		379,306	575	532,402
Net Assets at 12/31/23	\$	413,999	\$ 575	\$ 575,767

				e Recovery	CS-HW-Adapt (Restricted)		
Ordinary Income/Expense	(110	- Stricteu	(1100	<u> </u>	(110	oti ictcu <sub>j</sub>	
Income							
Registration Fees	\$	_	\$	_	\$	_	
Event Sponsorship		_		-		_	
Donations		_		-		_	
Admin. Fee (Collected)		-		-		-	
Total Income	•	-	-	-	-	-	
Gross Profit	1	-		-		-	
Expense							
Administrative Fee		_		-		_	
Merchant Fees		_		-		-	
Equipment Rental		_		-		_	
Event Catering		_		-		-	
Event Facilities		_		-		_	
Photography		_		-		-	
Promotional Expense		_		-		-	
Dues and Subscriptions		_		-		_	
Grants Awarded		_		-		32,100	
Marketing and Advertising		_		-		· -	
Meal Expense		_		-		-	
Consulting Fees		_		-		450	
Professional Fees		_		-		25,957	
Software		-		-		_	
Sponsorship Costs		-		-		-	
Translation Services		_		-		_	
Total Expense	•	-	-	-	-	58,507	
Net Ordinary Income		_	•	-	•	(58,507)	
Other Income/Expense						,	
Other Income							
Interest Income		_		-		_	
Total Other Income		_	•	-	•	_	
Net Other Income	-	_	-	_	-	-	
Net Income	\$		\$	_	\$	(58,507)	
Net Assets at 06/30/23		15,000	<u>. ·</u>	5,272	<u>·</u>	150,962	
	•		•		•		
Net Assets at 12/31/23	\$	15,000	\$	5,272	\$	92,455	

		Manitou stricted)		lanitou22 stricted)	CS-Manitou23 (Restricted)		
Ordinary Income/Expense	· · · · · ·	· ·	•	<u> </u>	·	· · · · · · · · · · · · · · · · · · ·	
Income							
Registration Fees	\$	-	\$	-	\$	-	
Event Sponsorship		-		-		-	
Donations		-		-		-	
Admin. Fee (Collected)		<u>-</u>		<u>-</u>		-	
Total Income		-		-		-	
Gross Profit		-		-		-	
Expense							
Administrative Fee		-		-		-	
Merchant Fees		-		-		-	
<b>Equipment Rental</b>		-		-		-	
Event Catering		-		-		-	
Event Facilities		-		-		-	
Photography		-		-		-	
Promotional Expense		-		-		-	
<b>Dues and Subscriptions</b>		-		-		-	
Grants Awarded		1,500		-		-	
Marketing and Advertising		-		-		-	
Meal Expense		-		-		-	
Consulting Fees		-		-		-	
Professional Fees		-		-		-	
Software		-		-		-	
Sponsorship Costs		-		-		-	
Translation Services		<u>-</u>		<u>-</u>		-	
Total Expense		1,500		-		-	
Net Ordinary Income		(1,500)		-		-	
Other Income/Expense							
Other Income							
Interest Income						-	
Total Other Income		-		-		-	
Net Other Income		-		-		-	
Net Income	\$	(1,500)	\$		\$	-	
Net Assets at 06/30/23		1,789		10,000		50,000	
Net Assets at 12/31/23	\$	289	\$	10,000	\$	50,000	

	Financial Resources Training (Restricted)			o-18-Yr1of2 stricted)	Innovation Council (Restricted)		
Ordinary Income/Expense			`				
Income							
Registration Fees	\$	-	\$	-	\$	-	
<b>Event Sponsorship</b>		-		-		-	
Donations		-		-		-	
Admin. Fee (Collected)						-	
Total Income							
Gross Profit		-		-		-	
Expense							
Administrative Fee		-		-		-	
Merchant Fees		-		-		-	
<b>Equipment Rental</b>		-		-		-	
Event Catering		-		-		-	
Event Facilities		-		-		-	
Photography		-		-		-	
Promotional Expense		-		-		-	
Dues and Subscriptions		-		-		600	
Grants Awarded		-		-		-	
Marketing and Advertising		-		-		-	
Meal Expense		-		-		-	
Consulting Fees		-		-		-	
Professional Fees		-		-		_	
Software		-		-		_	
Sponsorship Costs		_		-		_	
Translation Services		_		-		_	
Total Expense	•					600	
Net Ordinary Income						(600)	
Other Income/Expense						()	
Other Income							
Interest Income		_		_		_	
Total Other Income	-		1				
Net Other Income	-				•		
Not other meeting			-	_	-		
Net Income	\$	<u>-</u>	\$		\$	(600)	
Net Assets at 06/30/23		3,110	,	18,760		25,271	
Net Assets at 12/31/23	\$	3,110	\$	18,760	\$	24,671	

	Manufacturing Day (Restricted)		C Grant tricted)	Restaurant Week (Restricted)		
Ordinary Income/Expense			 		· · · · · · · · ·	
Income						
Registration Fees	\$	-	\$ -	\$	-	
<b>Event Sponsorship</b>		-	-		-	
Donations		-	-		2,000	
Admin. Fee (Collected)					-	
Total Income		<u>-</u>	-		2,000	
Gross Profit	•	-	-	,	2,000	
Expense						
Administrative Fee		-	-		-	
Merchant Fees		-	-		-	
Equipment Rental		-	-		-	
Event Catering		-	-		-	
Event Facilities		-	-		_	
Photography		-	-		-	
Promotional Expense		-	-		-	
Dues and Subscriptions		-	-		_	
Grants Awarded		-	-		_	
Marketing and Advertising		-	-		_	
Meal Expense		-	-		_	
Consulting Fees		-	-		-	
Professional Fees		-	-		_	
Software		-	-		-	
Sponsorship Costs		-	-		-	
Translation Services		-	_		_	
Total Expense		-	_		-	
Net Ordinary Income		-	_		2,000	
Other Income/Expense						
Other Income						
Interest Income		-	_		-	
Total Other Income		-	_		-	
Net Other Income		<u> </u>	-		-	
let Income	\$	<u>-</u>	\$ _	\$	2,000	
let Assets at 06/30/23		1,762	8,139		2,000	
let Assets at 12/31/23	\$	1,762	\$ 8,139	\$	4,000	

	NB	oing Point Fire Relief estricted)	I Restricted et Assets		TOTAL
Ordinary Income/Expense					
Income					
Registration Fees	\$	-	\$ -	\$	13,020
Event Sponsorship		-	-		1,000
Donations		-	2,000		62,000
Admin. Fee (Collected)		_	-		2,103
Total Income		-	2,000		78,123
Gross Profit		-	2,000		78,123
Expense					
Administrative Fee		-	-		2,103
Merchant Fees		-	-		327
<b>Equipment Rental</b>		-	-		374
Event Catering		-	-		7,236
<b>Event Facilities</b>		-	-		3,869
Photography		-	-		450
Promotional Expense		-	-		761
<b>Dues and Subscriptions</b>		-	600		600
<b>Grants Awarded</b>		-	33,600		33,600
Marketing and Advertising		-	-		359
Meal Expense		-	-		1,715
Consulting Fees		-	450		450
Professional Fees		-	25,957		25,957
Software		-	-		22,466
Sponsorship Costs		-	-		1,134
Translation Services		-	-		360
Total Expense		-	60,607		101,761
Net Ordinary Income		-	(58,607)	_	(23,638)
Other Income/Expense					
Other Income					
Interest Income		-	-		8,396
Total Other Income		-	-		8,396
Net Other Income		-	-		8,396
Net Income	\$	<u>-</u>	\$ (58,607)	\$	(15,241)
Net Assets at 06/30/23		952,305	1,244,369		1,776,771
Net Assets at 12/31/23	\$	952,305	\$ 1,185,763	\$	1,761,530

# Sonoma County Economic Development Board Foundation 2024 Economic Perspective Event Date: January 25, 2024 Final Closeout

REVENUE RECEIVED BY EDBF	Amount	EXPENSES PAID BY EDB	Amount
258 Attendees (\$55)	\$ 14,190	Sonoma State University	\$ 11,991
97 Complimentary Staff, speakers,		UCLA: speaker fee	4,000
board members, and sponsors	-	Photography: Will Bucquoy	450
		Watza Labs - Translation	360
		Advertising	30
	 	County Contribution	 (5,000)
Subtotal Revenue	 14,190	Subtotal paid by EDB	 11,831
Accounts Receivable		Expenses paid by Foundation	
Workforce Investment Board	550	Nickelsburg: honorarium & travel	1,114
		Credit Card Processing Fees	 22
		Subtotal paid by Foundation	 1,136
		Reimburse to EDB	11,831
		Merchant Fees	-
		Administrative Fee Expense	 2,211
Subtotal Accounts Receivable	 550		
TOTAL EVENT REVENUE	\$ 14,740	TOTAL EVENT EXPENSES	\$ 15,178

### SUMMARY OF ECONOMIC PERSPECTIVE ACTIVITY

Event Revenue	\$ 14,740
Event Expenses Reimbursed to EDB	(11,831)
Administrative Fee Expense	(2,211)
Merchant Fee Expense	-
Expenses paid by Foundation	 (1,136)
Net Income (Loss)	(438)
Net Assets at Beginning of Year:	 575
FINAL NET ASSETS THIS FISCAL YEAR:	\$ 137

Dr. Jerry Nickelsburg presented an exclusive first look into Sonoma County's economic future for 2024, providing context and understanding as the the county launched into the new year. The event also included a panel discussion with Supervisor Rabbitt and agriculture leaders on opportunities and challenges for the industry.

The event was held at Sonoma State University in Rohnert Park with over 350 people in attendance.

### **Economic Development Board Foundation**

### Sponsorships - May 22, 2024

Sponsors were recently sent invitations to renew their sponsorship for 24-25 fiscal year. The renewal message included the sponsorship prospectus, a renewal letter, EDB at a Glance report, and an invitation to meet with Ethan over lunch, coffee, or phone call.

### **Foundation Sponsorship**

WaFd Bank (formerly Luther Burbank Savings)

• Level: Foundation - \$10,000

Notes:

• Contact: Kristen Wilbur

### City of Santa Rosa

• Level: Presenting - \$6,000

• Notes:

• Contact: Jill Scott

### Exchange Bank

Level: Presenting - \$6,000Notes: Meeting scheduled

• Contact: Beth Ryan

### PG&E

• Level: Presenting - \$5,000

• Notes: Renewed. Renewal date is later in the year.

• Contact: Malou Innocent

#### Kaiser

• Level: Presenting - \$6,000

• Notes: Applied for \$3,000 now and will apply for \$3,000 in the fall.

• Contact: Willy Linares

### Redwood Credit Union

• Level: Presenting - \$6,000

• Notes: Committed

• Contact: Brett Martinez

### Bank of Marin

• Level: Premiere - \$3,500

Notes:

• Contact: Ryan Beach

### Comcast

- Level: Premiere \$3,500
- Notes: Committed and increasing their sponsorship from Executive to Premiere.
- Contact: Marcos Montes

### **Employment Training Panel**

- Level: Premiere \$3,500
- Notes:
- Contact: Elise Candelaria

### Providence

- Level: Premiere \$3,500
- Notes: Moved to application program based on calendar year. Not able to renew for the next fiscal year and will apply for funding at the beginning of the calendar year.
- Contact: Christine Harris

### Sonoma Clean Power

- Level: Premiere \$3,500
- Notes: Committed
- Contact: Kate Kelly

### Sonoma County Tourism

- Level: Premiere \$3,500
- Notes:
- Contact: Claudia Vecchio

#### Sutter Health

- Level: Premiere \$3,500
- Notes: Committed
- Contact: Ed Sheffield

### Morgan Stanley Wealth Management

- Level: Executive \$1,700
- Notes:
- Contact: Jeff Gospe

### North Bay Association of Realtors

- Level: Executive \$1,700
- Notes: Committed
- Contact: Lisa Badenfort

#### Pisenti & Brinker LLP

- Level: Executive \$1,700
- Notes:
- Contact: Veronica King

### Summit State Bank

• Level: Executive - \$1,700

Notes: CommittedContact: Brian Reed

# **Goals and Progress**

Sponsorship Goal: \$70,300

Committed: **\$24,900**