



EDB Diversity, Equity, Belonging and Accessibility Standing (DEBA) Committee

Wednesday, April 24, 2024 at 9:10 AM

Economic Development Board

141 Stony Circle Suite#110

Santa Rosa, CA, 95401

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

Meeting Book - EDB Diversity, Equity, Belonging and Accessibility Standing (DEBA) Committee

Equity, Belonging and Accessibility Standing (DEBA) Committee

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

December 13 ,2023 EDB Minutes.pdf

January 24 2024 DEBA Minutes.pdf

III. UPDATES

A. ARPA UPDATE

Evaluation of the Diversity Small Business Development Assistance Program

B. EDB 3.0 UPDATE

IV. COMMITTEE BUSINESS

A. Committee wind down discussion

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 - TBD

**Economic Development Board
Meeting Minutes**

Wednesday, December 13, 2023

I. CALL TO ORDER/ROLLCALL

Kathryn Hecht, Chair called to order the Economic Development Board (EDB) at 7:43am

The following EDB Board members were present Kathryn Hecht, Jordan Kivelstadt(virtual), Betzy Chavez, Regina Mahiri, Wayne Leach, Linda Kachiu, Richard Marzo, Jorge Alcazar

The following EDB staff members were present Ethan Brown, Aleena Decker, Debbie Yarrow, Kate Fosburgh, Juanita Fong, Brad Johnson, Lauren Cartwright, Bernadette Marko, Samantha Kimpel, Lindsey Collins, Tara Thompson, Christine Palmer

II. CONSENT ITEMS

The meeting minutes from September 27 and October 25, 2023, were approved.

Motion: Wayne Leach Second: Richard Marzo

Yay: 8 Ney: 0 Abstained: 0

III. POLICY/PROGRAM UPDATES: BOARD FEEDBACK/QUESTIONS ON INFORMATION ITEMS

A. Creative Sonoma

Ethan introduced new Creative Sonoma Director, Tara Thompson.

Tara gave a quick biography of herself.

Jordan Kivelstadt asked Tara about art installation opportunities of art at the Montgomery Village.



Tara will be connecting with the group that purchased the center.

B. Broadband

EDB may apply for the California advanced services fund adoption account to do analysis for broadband adoption for multiple dwelling units in July.

Regina asked where people can apply for the Affordable Connectivity Program (ACP).

Kate will leave flyers for the Board members and send out a digital copy.

BOARD OF DIRECTORS	KATHRYN HECHT, CHAIR - JORGE ALCAZAR SKIP BRAND - BETZY CHAVEZ - WAYNE LEACH - LINDA KACHIU - REGINA MAHIRI - NICK SCHWANZ JORDAN KIVELSTADT - RICHARD MARZO ETHAN BROWN, EXECUTIVE DIRECTOR	 707.565.7170	 WWW.SONOMAEDB.ORG	
	141 STONY CIRCLE, STE 110 SANTA ROSA, CA 95401			

Board members had discussion with staff about the ACP.

C. Business Assistance

The Business Assistance team reviewed and explained the data in the HubSpot report along with a quick informational session on the where the data comes from for the other reports and how its formulated.

D. Marketing And Communications

EDB Business Diversity Program Team and Conference and Communications Coordinator are currently working and setting up meetings with the Asian American Pacific Islander Coalition of Sonoma County, Hispanic Chamber of Commerce, and North Bay Black Chamber of Commerce to increase participation from underrepresented restaurants and provide support for a successful Restaurant Week. Understanding that the restaurant industry is vastly diverse with varying needs of support, it is the goal of these partnerships to mitigate barriers to participation in Restaurant Week and provide additional resources when possible.

To better showcase Sonoma County’s diverse cuisines and restaurant options, graphics were updated to include a variety of food offerings that are found in family friendly and higher end establishments. The decision to update the graphics is part of the goal to increase restaurant participation and to encourage new diners to participate.

IV. BOARD BUSINESS

A. Guest Speaker: Debbie Yarrow, Creative Sonoma Arts Education Manager

Debbie gave a comprehensive presentation regarding her Arts Education Program. She explained the challenges, processes, and benefits of having and promoting this program.

Ethan asked all Board member to express support for the Arts program to their District Supervisors.

B. Board Reports

District 1: Betzy Chavez spoke about having Marcos help support bringing in more business owners to the City of Sonoma.

C. ADHOC and committee Updates

DEBA Committee will have Alegria De La Cruz, Director of the Office of Equity as a guest speaker.

EDB staff is working on getting the information and materials for the Governance ad hoc to review bylaws.

V. PUBLIC COMMENT

Brad Shirk introduced himself and his interest in economic development.

VI. ADJOURNMENT

Kathryn Hecht, Chair adjourned the meeting at 9:00 am.

Economic Development Board
Diversity, Equity, Belonging and Accessibility Standing Committee (DEBA)
Meeting Minutes

Wednesday, January 24, 2024 @ 9am

I. CALL TO ORDER/ROLL CALL

Kathryn Hecht, called to order the Diversity, Equity, Belonging and Accessibility (DEBA) Standing Committee meeting at 9:03 a.m.

The following EDB Board members were present Jorge Alcazar, Kathryn Hecht, Betzy Chavez

The following EDB staff members were present Lauren Cartwright, Marcos Suarez, Juanita Fong, Lindsey Collins, Ethan Brown

II. CONSENT ITEMS

A. Meeting minutes from December 13, 2023, were not approved.

III. COMMITTEE BUSINESS

A. Action Items for next meeting

Discussion regarding Alegria's presentation from previous meeting; what was learned, where do we go from here, what sort of practices can we integrate and what are the next steps.

IV. ADJOURNMENT

Kathryn adjourned the meeting at 09:35 am.



BOARD OF DIRECTORS:

KATHRYN HECHT, CHAIR - JORGE ALCAZAR - SKIP BRAND - BETZY CHAVEZ- LINDA KACHIU
WAYNE LEACH - JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI - NICK SCHWANZ
ETHAN BROWN, EDB EXECUTIVE DIRECTOR