



General Board Meeting

Community Foundation Meeting Room

204 S. Oak St., Ukiah, CA

Remote Conferencing Site(s): 416 N. Franklin St., Fort Bragg, CA; 10850 Palette Dr., Mendocino, CA; 541 Winifred St., Fort Bragg, CA.

Thursday, September 12, 2019 2:00 – 4:00pm

MINUTES

For information, or if you need disability modification or accommodation in order to participate in this meeting, please contact EDFC office 48 hours before the meeting at 707-234-5705.

1. **Call to Order** *Jesse Burnett 2:06* *Action*

2. **Roll Call of Board Members** *Action*
 - *Board Members Present: Jesse Burnett, Michael Derry, Patty Bruder, Barbara Fishelson, Teri Ullrich, John Haschak, Madge Strong, Barbara Burkey, Scott Perkins, Shannon Riley, Ted Williams, Sattie Clark*
 - *Board Members Not Present: Minerva Flores, John Goldsmith, Aaron Obenyah, Jeremy Logan, Kyala Shea, Robert Hartline*
 - *Staff Members: Heather Gurewitz, Diann Simmons, Robert Gernert, Wilder Herbertson*

3. **Changes/Modifications to Agenda** *None*

4. **Introductions**

a. EDFC Lending Relations Manager Robert Gernert

Gernert shared his enthusiasm about joining EDFC, and described his first several weeks of working in the position. While he acknowledged that he has a lot to learn on the lending side, he's already honing in on opportunities to promote the health of EDFC and the organization's loan clients. He detailed a number of banks that he had already visited, and shared that the bank managers were surprised and receptive about what EDFC has to offer the community.

Sattie Clark joined the meeting at 2:11

5. **Public Comments/Correspondence/Public Expression**



Economic Development & Financing Corporation

The Governing Board welcomes public input. This agenda item is limited to matters that are under the jurisdiction of the Governing Board and are not listed elsewhere on this agenda. Comments are limited to three minutes per person, and 10 minutes per topic. Action on these matters is not allowed.

6. Consent:

Action

All consent items are acted upon by a single vote with no discussion, unless pulled from Consent and placed on the agenda as a regular item.

Approval of August 8th, 2019 Board Meeting Minutes

Motion made to approve the August 8, 2019 Board Minutes; Motion seconded;

Jesse Burnett—abstain; Patty Bruder—yes; Michael Derry—yes; Sattie Clark—yes; Barbara

Fishelson—yes; Teri Ullrich—yes; John Haschak—yes; Madge Strong—yes; Barbara Burkey—yes;

Scott Perkins—yes.

Motion passed

7. Jurisdiction Updates

Discussion

WILLITS—Strong shared that Willits is in the process of amending city law to allow for adult recreational use of cannabis. The city is on the verge of reaching zoning approval for cannabis dispensaries. Willits will also be hosting four outdoor concerts in the park for the community. In addition, Willits has been selected to be a training and staging center for the California Conservation Corp, which will bring young people to town.

WILLITS—Strong shared that Willits is in the process of amending city law to allow for commercial activities that involve adult recreational use of cannabis. The city is on the verge of issuing permit approvals for three cannabis dispensaries as allowed by city ordinance. Willits will also be hosting four outdoor concerts in the park for the community. In addition, Willits has been selected to be a training and staging center for the California Conservation Corp, which will bring young people to town.

FORT BRAGG—Perkins announced that Fort Bragg city law now allows for all cannabis business types except cultivation, which he expects will pass in a few months. City staff recently took tours of cannabis facilities in other parts of the county to get a sense of what they are bringing into the City of Fort Bragg. One entrepreneur is hoping to develop a fully-licensed campus in the north end of town from which small distributors, producers, or growers can lease space, rather like a commercial kitchen for cannabis. Also, Fort Bragg’s Economic Incentives Manual is nearly complete. It was developed so that the Finance Director and the City Manager have a “buffet” of tax breaks, fee deferments, etc. from which to make educated choices for the city. While the Manual is still in draft form, it should be finalized in the next couple of months.

MENDOCINO COUNTY—Haschak let attendees know that the county was looking into creating “enterprise zones” of 1-10 acre zones exempted from specific county cannabis regulations in order to stimulate business.



8. Executive Director Report

Heather Gurewitz

Discussion

Gurewitz included a new sheet in the board packet called “2019 Programs and Projects,” as EDFC’s funding sources and commitments has become more complicated in the last two years. She reminded the group that the interest income earned from the IRP fund is being funneled back into the fund to maintain EDFC’s ability to pay back the loan. It has a zero-risk tolerance. Fortunately, EDFC has two other substantial funds from which to lend. The first iBank loan guarantee (in which a loan is guaranteed at 80%) application is under way.

- Mendocino County’s Economic Recovery and Resiliency Plan, is a big project that staff is developing and implementing, working our way through the contract deliverables. It included the Annual Economic Assessment completed last month. EDFC has scheduled sessions at almost twenty community meetings to get feedback for the plan, with completion planned for April 2020. There has been hold-up in feedback from the county.
- EDFC is doing a feasibility study process and business plan for the Mendocino County Fire Safe Council (MCFSC), to help them develop a community chipper plan.
- **Guernert** is taking over the Lender in the Community/Rural Outreach program that is funded by the Community Foundation Mayfield Grant.
- ZoomProspector is in beta mode now, but has been up on the EDFC site for the last couple days.

Shannon Riley joined the meeting.

Gurewitz demonstrated the ZoomProspector site, pointing out things that are still being worked on. Functions include searches for properties by adding or subtracting data layers; the utility of city zoning layers; and the Community Profile for specific jurisdictions or small custom areas. While the business data can’t *all* be correct, **Gurewitz** did check the details for one specific business and it was quite close. The City of Ukiah has been asking for a tool like this for a while, and this actually serves all of Mendocino County. This year, she explained, will be about showing how helpful of a tool it is and sowing the seeds to find funding for the program in the future. She would appreciate feedback on the site.

Ted Williams joined the meeting.

ACTION ITEM: Include a general disclaimer that data on this site is not necessarily up-to-date, or complete.

ACTION ITEM: Change the statistic on properties from “percent bachelors” to “percent college graduates,” or some other neutral language.

ACTION ITEM: Wilder will work with ZoomProspector’s marketing branch and put together a cohesive publicity campaign with them, as part of the services ZoomProspector offers to clients such as EDFC.



Gurewitz asked the board if they had any reservations with putting EDFC’s name as a sponsor for a cannabis-related jobs fair. The consensus was that it should be brought to the next board meeting

ACTION ITEM: The board shall discuss at the next general meeting the appropriateness of including our name and image in a cannabis-related jobs fair.

9. Financial Report Heather Gurewitz *Discussion*

a. August Financials and Portfolio Performance Report

Based on the adoption of the new Loan Policy, after the month of August, EDFC will no longer hold the two or three poorest performing loans as accounts receivable. These loans will be written off, but will still be collected on. In coming months, the portfolio performance report will reflect that change negatively, as the loans will no longer be counted as assets. **Gurewitz** reminded attendees that the income statement looks less robust than it actually is, as EDFC bills on a quarterly basis and some parties are slower payers. **Gurewitz** invited any board members that want to learn more about the finances to come in to the office and she’d be happy to review them. Burnett shared his appreciation for the work **Gurewitz** has done with the Executive Committee.

ACTION ITEM: at the end of the quarter, **Gurewitz** is to bring Budget-to-Actuals and a request to the board for an updated budget.

10. Acceptance August Financials *Action*

Motion by Barbara Burkey to accept August Financials and Portfolio Performance Report; Motion seconded;
Jesse Burnett—yes; Patty Bruder—yes; Michael Derry—yes; Sattie Clark—yes; Barbara Fishelson—yes; Teri Ullrich—yes; John Haschak—yes; Madge Strong—yes; Barbara Burkey—yes; Scott Perkins—yes; Shannon Riley—yes; Ted Williams—yes.
Motion passed

11. Old Business Heather Gurewitz *Discussion*

a. ZoomProspector beta site demonstration—Discussion

Completed during the Executive Director’s Report.

12. New Business Heather Gurewitz *Discussion*

a. Select a date for board retreat

Gurewitz shared her excitement in participating in North Coast Opportunities and Leadership Mendocino’s new executive director training program. One element that she found particularly salient from the first meeting was the importance of staff development and trainings, especially now that EDFC has a staff capable of enacting the spirit of EDFC’s mission. In that spirit, she brought the idea of short board trainings to the Executive Committee, that instead suggested that a dedicated and facilitated retreat might be more effective. A discussion with the general board followed about the appropriate duration and location of such a retreat. There was a



general consensus that a retreat could be a helpful, formative, and perhaps even fun opportunity for both the Executive Director and the Board to clarify healthy roles.

ACTION ITEM: Bring suggestions to the board of specific durations and locations of possible board retreats

b. Update from Executive Committee of Executive Director evaluation process

Ullrich explained that the Executive Committee is in the process of performing the annual Executive Director Evaluation for the previous year. The Committee is taking this job very seriously as a way for the organization and the Executive Director to improve. They have found that the current evaluation metrics don't speak to what the Committee thinks useful, and next year's evaluation will be revised. **Burnett** added that although the evaluation method was not perfect, the Committee has been able to distill some useful information. Again, clarifying the responsibilities of the Board and the ED at a retreat may prove useful.

13. Next Meeting Date and Time

October 10th - 2:00 – 4:00 PM

14. Member Updates

Discussion

For members who have discussion items – limited to two minutes per topic

Derry asked how the electric tractors business and loan have developed. **Gernert** announced that he will be going to meet with him soon to find out.

Strong asked for a discussion-only update on the DPO that she will not have to recuse herself from as an investor. **Gurewitz** gave an update: EDFC and the mill have been in continuous contact; Matt has been very regular with sharing his financial statements; the mill is spinning wool and getting closer to breaking even every month; the capacity and life of the spinner is limited, so equipment will be a continuing issue; they are working hard and are still on shaky ground, but improving gradually.

UKIAH—Riley shared a jurisdiction update for Ukiah; the innovative recycled water project is working and providing water; most sites available for building housing in the city are being built-out.

Strong announced the upcoming International Peace Day and the International Climate Strike.

Haschak requested an update on the Brush Street housing project. A discussion followed which included **Riley** and **Gurewitz**, who suggested that the developers may be having issues filling the vacancies due to a lack of permanent farmworkers needing housing.

15. Adjourn

3:23