



## General Board Meeting

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### EDFC

175 E. Church St., Ukiah, CA

Video Conferencing Sites: 1482 Inez Way, Redwood Valley, CA; 541 Winifred St., Fort Bragg, CA; 10850 Palette Dr., Mendocino, CA;

Video conference link: <https://zoom.us/j/5464503098>

By Phone - Dial: 408-638-0968

Meeting ID: 546-450-3098

**Thursday, March 14, 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**     **2:02**     *Action*
  
2. **Roll Call of Board Members**     *Action*  
**Present:** John Goldsmith, Minerva Flores, Jesse Burnett, Madge Strong, Barbara Burkey, Scott Perkins, John Haschak, Michael Derry, Patty Bruder, Shannon Riley  
**By Video Conference:** Sattie Clark, Ted Williams  
**Staff:** Heather Gurewitz, Diann Simmons  
**Not Present:** Teri Ullrich, Jeremy Logan, Aaron Obenyah, Kyala Shea, Robert Hartline
  
3. **Changes/Modifications to Agenda**     *Action*  
None
  
4. **Introductions**  
**Introduction of Minerva Flores** – new board member  
Minerva is the Mendocino College Director of Effectiveness Research and Grants  
**Introduction of Barbara Fishelson** – new board applicant  
Barbara is a veterinarian. She has a green MBA and a passion for local economy. She has experience in lending and is an investor in the woolen mill.
  
5. **Public Comments/Correspondence/Public Expression**  
N/A
  
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 February 14<sup>th</sup>, 2019 Board Meeting Minutes**

**Motion** by Derry to approve the February 14th, 2019 Board Meeting Minutes; **Seconded** by Riley  
**Roll-call:** Goldsmith - yes; Flores – yes; Burnett – yes; Strong – yes; Burkey – abstain;  
 Perkins – yes; Haschak – yes; Derry – yes; Bruder – yes; Riley – yes; Clark – abstain;  
 Williams – yes; **Motion passed**

Riley suggested a summary approach to the minutes, with details in the rough copy; the group consensus was to try it.

**ACTION ITEM:** Simmons will start with this meeting’s minutes and check in at the April meeting.

**7. Approval of Barbara Fishelson to Board** John Goldsmith *Discussion/Action*

Gurewitz feels Fishelson is a good fit. Her status as a DPO investor brought up the question of whether all board members who are investors should recuse themselves during discussion and/or voting on the DPO.

**ACTION ITEM:** Simmons will check with County Counsel and report back in April

**Motion** by Strong to appoint Fishelson as a new EDFC board director; **Seconded** by Bruder  
**Roll-call:** Goldsmith - yes; Flores – yes; Burnett – yes; Strong – yes; Burkey – yes;  
 Perkins – yes; Haschak – yes; Derry – yes; Bruder – yes; Riley – yes; Clark – abstain;  
 Williams – yes; **Motion passed**

**8. Jurisdiction Updates** John Goldsmith *Discussion*

**Perkins – Fort Bragg:** The Council has relaxed rules on food trucks and it could be a sign of what might come in future months for other businesses.

**Strong – Willits:** The City is considering their sales tax; there is a potential apartment complex across from the post office; the Rails with Trails project will take 5 years to develop.

**Riley - Ukiah –** The City is working on lots of infrastructure projects including a Phase 4 recycled water project . The State St. “Streetscape Improvement Project construction will take place in 2020.

**Burkey – Pt. Arena –** They are looking for funding for a new community center.

**Haschak - County –** He is serving on the Workforce Alliance which is looking for local high schools that would like a promotion of a new career program for students. He is following AB 626, the microenterprise kitchen operations law, which is being cleaned up to make it more acceptable to health departments.



# Economic Development & Financing Corporation

**Derry** – The Guidiville Tribe is building a new Tribal Government Center that will include a health facility, after-school and education programs, the tribal office tribal office and a community center.

**Burnett** is working with the **Round Valley Indian Health Center** on facilities improvement and looking for funding. There were several suggestions.

9. **Executive Committee Report** John Goldsmith *Discussion*  
The Committee recommended that Fishelson be approved as a new board member along with Sattie Clark to the Marketing Committee and regional financier, Richard Strezo, to the Ad Hoc Loan Committee. Members were asked to volunteer for a new Ad Hoc Loan Policy Committee to clarify and complete the loan policies, especially a loan closing policy. Burkey, Burnett, Goldsmith and Obenyah are interested.
  
10. **Executive Director Report** Heather Gurewitz *Discussion*  
A new part-time employee will start next week and staff expects to move into Obenyah's vacated office in May. We expect to hear the final on the EDA revolving loan grant application within in a month. Jurisdictional representative new members need to submit CA form 700's;  
  
**ACTION ITEM:** Simmons will check to see if all board members need to submit.
  
11. **Financial Report** Heather Gurewitz *Discussion*  
**February Financials**  
All sources of funds including new sources for EDFC, handed out with discussion. Due to moving from Paychex system to internal QuickBooks process for payroll, categories have changed with less break-out of detail, which may be changed for the new FY.
  
12. **Loan Portfolio Report** Heather Gurewitz *Discussion*  
A new \$200,000 complex loan was finally disbursed. A conditional approval was given for another loan and staff received a lot of loan inquiries. There was discussion of current loan activity including several consistently late payments. We currently have \$1.319 M available for lending. Many of our loans do not have good collateral. Year to date the loan revenue covers 25% of operating costs.
  
13. **Acceptance February Financials** John Goldsmith *Discussion/Action*  
**Motion** by Burnett to approve the February 2019 Financials; **Seconded** by Burkey  
**Roll-call:** Goldsmith - yes; Flores – yes; Burnett – yes; Strong – yes; Burkey – yes; Perkins – yes; Haschak – yes; Derry – yes; Bruder – yes; Riley – yes; Clark – yes; Williams – yes; **Motion passed**
  
14. **Marketing Committee Report** Jesse Burnett *Discussion*  
After much discussion, the committee decided to continue to use the current logo and utilize the colors and style on the new web site for other uses. Costs for full branding or individual logo process are expensive and we will need to wait until funding is found for those purposes.



# Economic Development & Financing Corporation

Committee members will take charge of looking for and getting funding. The committee feels that good branding will improve our competition for customers as it's an important visual piece of the overall marketing. Logan will put together a marketing proposal. When they are ready to carry out the process, it will not be done with the whole board, but within the committee. Anyone who wants to weigh in on it will need to participate in the committee.

**ACTION ITEM:** In the future, the whole board will be notified in advance of all committee meetings, which are open to anyone.

15. **New Business** John Goldsmith/Heather Gurewitz *Discussion*
  - a. **Request for board members to participate in Heather's presentations to the jurisdictions for inclusion in their 2019-2020 budgets**

There have been suggestions for both board members and clients to speak in favor of EDFC at each of the Cities' Council meeting when Gurewitz presents. Elements of the presentation were discussed and Perkins offered to work with her on her presentation. Gurewitz suggested board members could take on a project of outreach to former clients to compile stories of how EDFC helped their business succeed to be used on the website. Gurewitz described a new program in use in Lake Co. called ZoomProspector, that would be valuable support to our cities. She plans to apply for a USDA Rural Business Development Grant to implement it in Mendocino County.
  - b. **Digital Infrastructure Plan adoption by County**

The Board of Supervisors approved the Digital Infrastructure Plan and Gurewitz will take it to each city, asking for their adoption. We are getting started on the implementation, meeting with local WISPS, with an offer to support new services with a low interest RMAP loan and looking at the potential of county and city participation of assets.
16. **Old Business** John Goldsmith/Heather Gurewitz *Discussion*
  - a. **DPO status update**

There hasn't been much change in status but efforts are being made to bring in support for full repair and function of the machinery. There is discussion of exploration other ownership structures.
17. **Next Meeting Date and Time**

April 11<sup>th</sup>, 2019  
Discussion of May meeting being a strategic planning retreat. More information will be sent out.
18. **Member Updates** *Discussion*

Burkey, Riley and Gurewitz are attending the CALED conference in Anaheim, March 26 – 28<sup>th</sup>.
19. **Adjourn** **3:40**