



## DRAFT BRIEFING BINDER MATERIALS - REVIEW

	<b>Consent items:</b>	<b>Page #</b>	<b>Description:</b>
1	Mission and Project Goals	2	Minor revisions from 10/4
2	Member Roster	3	From press release
3	Member Affiliations	4-8	From press release
4	Project Roles and Responsibilities	9	Approved on 10/4
5	Proposed Calendar	10	Sent to members; posted online
6	Consultant Team	11-14	Bios on each firm, key personnel
7	Communication Strategy	15	Revisions from 10/4
8	Brown Act Overview	16-17	Sent to members
9	AB 32 Summary	18-19	Summary from California EPA
10	Meeting Guidelines	20-21	Developed with standard County procedures
11	Guidelines for Public Participation	22	Developed with standard County procedures
	<b>Discussion items:</b>		
1	Charge	23	Synopsis of key aspects of project
2	Pamphlet	24	Revisions from 10/4



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## MISSION AND PROJECT GOALS

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### MISSION STATEMENT:

The Sonoma County Innovation Council, a broad-based group of business and community leaders, will develop an economic strategic plan for Sonoma County that would be designed primarily to create actionable strategies that will help ensure a viable business climate and healthy economy in the coming decade, with an emphasis on workforce development, global competitiveness, efficient use of natural resources, and the effects of climate change legislation.

The project was approved under the following provisions:

The plan that is developed will work within the confines of existing policies on land use, transportation, housing, and other infrastructure, land development, environmental, and social issues. The Council will attempt to integrate its work with the planning efforts of other groups as well, and will avoid duplicating the undertakings of any other group.

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### PROJECT GOALS:

- Create an economic forecast for the region that incorporates information from the areas of emphasis.
  - Receive input from Council members and community listening sessions.
  - Combining both of these facets, develop a final report and action plan that will help ensure that Sonoma County continues to be economically dynamic over the next 10 years and into the future. This action plan will contain a list of action items to be addressed by business, government, and education, with tasks being delegated to a variety of groups.
  - Present this report and action plan to the Board of Supervisors for their consideration and to the public through a community conference.
  - Help create actionable futures for the region based on the findings of the Council.
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## MEMBER ROSTER

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### CO-CHAIRS:

**Randy DeCaminada**, Marketing Director, Pacific Gas & Electric Company  
**Cynthia Murray**, President/CEO, North Bay Leadership Council

### STEERING COMMITTEE MEMBERS:

**Bob Anderson**, Executive Director, United Winegrowers for Sonoma County  
**Jane Bender**, Councilmember, City of Santa Rosa  
**Bill Carson**, Director of Operations, Windsor Golf/Rooster Run Golf  
**Scott Kincaid**, Senior Vice President, First Community Bank  
**Scott Kirk**, Attorney, Beyers Costin PC  
**Bill Nordskog**, Agilent Technologies (Retired)  
**Lisa Schaffner**, Executive Director, Sonoma County Alliance

### INNOVATION COUNCIL MEMBERS:

**Robert Agrella**, Superintendent/President, Santa Rosa Junior College  
**Steve Amend**, President, Roofing Services Inc.  
**Ed Barr**, President, P&L Specialties  
**Percy Brandon**, General Manager, Vintners Inn/John Ash & Co.  
**Oscar Chavez**, Executive Director, Community Action Partnership  
**Don Chigazola**, Director of Operations, Medtronic Cardiovascular  
**Judy Coffey**, Senior Vice President/Area Manager, Kaiser Permanente (Marin-Sonoma)  
**Ann Hancock**, Executive Director, Climate Protection Campaign  
**Mike Hauser**, President, Santa Rosa Chamber of Commerce  
**Mark Inman**, President, Taylor Maid Farms  
**Katie Kerns**, Sales Manager, Sheraton Sonoma County  
**Patrick Kilkenny**, Owner, Kilkenny Advisors  
**Brian Ling**, CEO/President, Redwood Reliance Sales Co.  
**John Lowry**, Executive Director, Burbank Housing Development Corporation  
**Alexander Mallonee**, Secretary/Treasurer, North Bay Labor Council  
**Lex McCorvey**, Executive Director, Sonoma County Farm Bureau  
**Juan Nieto**, Realtor, Frank Howard Allen Realtors  
**Onita Pellegrini**, CEO, Petaluma Area Chamber of Commerce  
**Grant Raeside**, Executive Director, Sonoma Valley Vintners and Growers Alliance  
**Saeid Rahimi**, Dean of the College of Science and Technology, Sonoma State University  
**Teresa Ramondo**, Executive Director/CEO, Sebastopol Area Chamber of Commerce  
**Marlene Soiland**, Secretary/Treasurer & CFO, Stony Point Rock Quarry, Inc.  
**Carl Wong**, Sonoma County Superintendent of Schools, Sonoma County Office of Education  
**Joan Woodard**, CEO/President, Simons and Woodard  
**Jennifer Yankovich**, Executive Director, Sonoma Valley Chamber of Commerce

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## MEMBER AFFILIATIONS

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Applicants were asked to provide a list of affiliations germane to the project. Most of the following information was taken from the list of affiliations provided on the applications.

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### BUSINESS SECTOR (26 appointees)

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#### Business Organizations (6)

**Mike Hauser**, President, Santa Rosa Chamber of Commerce

- Santa Rosa Junior College (SRJC) Board Oversight Committee, Sonoma County Tourism Board of Directors, Aiming High Executive Committee, Main Street Board, Sonoma County Airline Attraction Committee

**Cynthia Murray**, President/CEO, North Bay Leadership Council

- Bay Area Economic Forum, Marin School to Careers Partnership, Healthy Marin Partnership, Advisory Council to North Bay Children's Center, Bay Area Water Forum, former Marin County Supervisor and Novato City Council

**Onita Pellegrini**, CEO, Petaluma Area Chamber of Commerce

- SRJC Trustee, recent past president of Rotary Club of Petaluma, steering committee for Salvation Army

**Teresa Ramondo**, Executive Director/CEO, Sebastopol Area Chamber of Commerce

- Home-based Business Committee, City Business Outreach Committee, Board for Sebastopol Center for the Arts

**Lisa Schaffner**, Executive Director, Sonoma County Alliance

- Vice Mayor, City of Healdsburg, Healdsburg Chamber Board, Local Agency Formation Commission, Sonoma County Transportation Authority (SCTA) Board

**Jennifer Yankovich**, Executive Director, Sonoma Valley Chamber of Commerce

- Leadership Sonoma Valley, Sonoma Valley Hospital Women's Health Center Advisory Board, Friends in Sonoma Helping, former Community Development Manager for the County of Sonoma.

#### Financial and Professional Services (3)

**Patrick Kilkenny**, Owner, Kilkenny Advisors

## DRAFT

- Former Chair/President/CEO National Bank of the Redwoods, past Chair of Santa Rosa Chamber, past Chair of Community Foundation Sonoma County, past Chair of Goodwill Industries of the Redwood Empire, past Director of Social Advocates for Youth, current Treasurer of the Northern California Center for Well Being, Sonoma County Alliance Board, current Treasurer of Sonoma County Housing Coalition

**Scott Kirk**, Attorney, Beyers Costin PC

- Chair of Business Environmental Alliance, Volunteer Center of Sonoma County, Human Race

### Agriculture and Wineries (3)

**Bob Anderson**, Executive Director, United Winegrowers for Sonoma County

- North Coast Regional Water Quality Control Board, Sonoma County Open Space Authority, Citizens Advisory Committee for SCTA, Salmonid Coalition

**Lex McCorvey**, Executive Director, Sonoma County Farm Bureau

- Sonoma County Alliance Board of Trustees

**Grant Raeside**, Executive Director, Sonoma Valley Vintners and Growers Alliance

- Sonoma County Tourism Bureau Board

### Technology and Manufacturing (5)

**Steve Amend**, President, Roofing Services Inc.

- Business Environmental Alliance partner, Independent Roofing Contractors of California Trustee, past President Santa Rosa Sunrise Rotary Club, Friends of the Earl Baum Center Committee

**Ed Barr**, President, P&L Specialties

- Workforce Investment Board member (incoming Chair), Youth Council, Probation Camp Advisor

**Don Chigazola**, Director of Operations, Medtronic Cardiovascular

- Santa Rosa Chamber Board, North Bay Leadership Council Executive Committee, SRJC Foundation Board

**Mark Inman**, President, Taylor Maid Farms

- Director/Vice President Specialty Coffee Association of America (Sustainability Committee Chair)

**Brian Ling**, CEO/President, Redwood Reliance Sales Co.

## DRAFT

- Rotary Club of Windsor, Summit State Bank (Board of Advisors), past Trustee for Boys & Girls Club of Windsor, past Chair of SC Manufacturing Group, past Chair of Truck-Trailer Manufacturing Association, past Windsor Planning Commissioner, past Workforce Investment Board member

### Healthcare (1)

**Judy Coffey**, Senior Vice President/Area Manager, Kaiser Permanente (Marin-Sonoma)

- Workforce Investment Board member, Chair of North Bay American Heart Association Board

### Developers/Infrastructure (2)

**Marlene Soiland**, Secretary/Treasurer & CFO, Stony Point Rock Quarry, Inc.

- Sonoma County Alliance Infrastructure and Environmental Committees

**Joan Woodard**, CEO/President, Simons and Woodard

- North Coast Builders Exchange member, Sonoma County Alliance member, past president of National Association of Office and Industrial Properties, Board & Executive Committee of the Community Foundation of Sonoma County

### Tourism and Hospitality (2)

**Percy Brandon**, General Manager, Vintners Inn/John Ash & Co.

- Chair Sonoma County Tourism Bureau, Santa Rosa Chamber Board, Santa Rosa Convention and Visitor's Bureau Advisory Board, Sonoma County Lodging Association Board

**Bill Carson**, Director of Operations, Windsor Golf/Rooster Run Golf

- Santa Rosa Chamber of Commerce, Sonoma County Tourism Bureau

### Changing Demographics (3)

**Katie Kerns**, Sales Manager, Sheraton Sonoma County

- Petaluma People Services Center Board, Ambassador Petaluma Chamber, Co-Chair Petaluma's Sesquicentennial Celebration Committee

**Scott Kincaid**, Senior Vice President, First Community Bank

- Workforce Investment Board (WIB) member, WIB Youth Services Education and Employment Council (Board Chair), North Bay World Trade Association (past Board Member and Public Relations Chair), Sonoma Spirit Award 2006 (recipient), Sonoma County Alliance, Home Builders Association of Northern California

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**Juan Nieto**, Realtor, Frank Howard Allen Realtors

- Past President and Current Board Member National Association of Hispanic Real Estate Professionals, Sonoma County Housing Coalition, Hispanic Chamber of Commerce of Sonoma County, Founder's Committee for the Sonoma County Mariachi Festival

**Bill Nordskog**, Agilent Technologies (Retired)

- United Way, Workforce Investment Board member, Santa Rosa Mayor's Gang Prevention Task Force, Youth Council, Youth Business Week, Aiming High Steering Committee

Utilities (1)

**Randy DeCaminada**, Marketing Director, Pacific Gas & Electric Company

- Past Chair United Way, past Chair Junior Achievement, past Chair Sonoma County Economic Vitality Project, Regional Manager for Economic Development for PG&E

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NON-BUSINESS SECTOR (8 appointees)

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Community-Based Organizations (3)

**Ann Hancock**, Executive Director, Climate Protection Campaign

- Community Climate Action Plan

**Oscar Chavez**, Executive Director, Community Action Partnership

- Former Acting Executive Director Community Action Partnership of Kern County, Assistant to Dean of Instruction and Innovation at Oxnard College, California State University Bakersfield Alumni Board of Directors

**John Lowry**, Executive Director, Burbank Housing Development Corporation

- California Coalition for Rural Housing, Non Profit Housing Association of Northern California (former board member), Home Builders Association

Education (3)

**Robert Agrella**, Superintendent/President, Santa Rosa Junior College

- North Bay Leadership Council, Santa Rosa Chamber, United Way Board, Aiming High Executive Council

**Saeid Rahimi**, Dean of the College of Science and Technology, Sonoma State University

- Workforce Investment Board member

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**Carl Wong**, Sonoma County Superintendent of Schools, SC Office of Education

- Workforce Investment Board member, California Youth Education and Employment Council, Chair of the Governing Board for School and College Legal Services of California, United Way Board, Sonoma County Youth Council, Santa Rosa Mayor's Gang Prevention Task Force

Government (1)

**Jane Bender**, Councilmember, City of Santa Rosa

- North Coast League of Cities, Habitat for Humanity Board, Children's Speedway Charities Board

Labor (1)

**Alexander Mallonee**, Secretary/Treasurer, North Bay Labor Council

- Workforce Investment Board member, Burbank Housing Board, Personnel Board (City of Santa Rosa), Sonoma County Alliance Transportation Committee
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# PROJECT ROLES AND RESPONSIBILITIES

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## INNOVATION COUNCIL

Represent various sectors of the community; Attend the meetings and periodic special events of the Council; Apply personal and institutional expertise to the task of developing an economic strategic plan; Review the findings of the consultant teams; Assess and guide project progress; Help maintain focus on stated objectives; Offer insights into potential action opportunities.

## STEERING COMMITTEE

In addition to role stated above, attend the approximately monthly Committee meetings and take an active role in the project by offering their perspectives and suggesting additional aspects; Advise in the development of Innovation Council meetings and assess progress.

## CO-CHAIRS

In addition to the role stated above, act as spokespeople and provide leadership for the project; Work closely with staff, consultants, and the rest of the Steering Committee; Be responsible for delivering report to the Board of Supervisors; Conduct public meetings and public outreach; Keep the project moving and make sure outcomes are doable.

## MOODY'S

Create updated economic forecast incorporating the three areas of emphasis; Will work with TAC, staff, and other contacts in collecting necessary data; Will work with project facilitator to ensure that the timing of all meetings and products comes together appropriately.

## COLLABORATIVE

Facilitate meetings and events of the Council and Steering Committee; Work with Council to develop action opportunities; Bring all components of project together in a timely manner to produce a cohesive and properly integrated final report and action plan; Engage the public; Engage the Council to instill a feeling of ownership of the final product.

## TECHNICAL ASSISTANCE COMMITTEE (TAC)

Support the Council and staff; Help the project be successful with technical help; Supply data to economic consultant or provide contacts for such information.

## STAFF

Schedule meetings and send meeting reminders; Send out regular press releases; Post agendas, minutes and briefing materials; Facilitate communication between parties.

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# PROPOSED CALENDAR OF MEETINGS OF THE INNOVATION COUNCIL AND STEERING COMMITTEE

(All times a.m. unless otherwise noted. Subject to revision.)

## INNOVATION COUNCIL MEETINGS:

Meeting	Date	Time	Location	Comments
First Innovation Council meeting	11/9/07	12:00-3:30 p.m.	Sonoma Mountain Village*	Lunch available to Council members
Second Innovation Council meeting	1/24/08	7:30-9:30	Sonoma Mountain Village	Light refreshments available to Council members
Third Innovation Council meeting	4/10/08	7:30-9:30	Sonoma Mountain Village	Light refreshments available to Council members
Fourth Innovation Council meeting	5/15/08	7:30-9:30	Sonoma Mountain Village	Light refreshments available to Council members

\* Oak Room, Sonoma Mountain Village Event Center, 1100 Valley House Drive, Rohnert Park

## STEERING COMMITTEE MEETINGS:

Meeting	Date	Time	Location	Comments
First Steering Committee meeting	10/4/07	3:00-5:00 p.m.	Pacific Gas & Electric*	Light refreshments available to Council members
Second Steering Committee meeting	10/31/07	12:00-2:00 p.m.	Pacific Gas & Electric	Lunch available to Council members
Third Steering Committee meeting	12/7/07	11:00-1:00 p.m.	Pacific Gas & Electric	Lunch available to Council members
Fourth Steering Committee meeting	1/10/08	7:30-9:30	Pacific Gas & Electric	Light refreshments available to Council members
Fifth Steering Committee meeting	3/20/08	7:30-9:30	Pacific Gas & Electric	Light refreshments available to Council members
Sixth Steering Committee meeting	4/25/08	7:30-9:30	Pacific Gas & Electric	Light refreshments available to Council members
Seventh Steering Committee meeting	5/29/08	7:30-9:30	Pacific Gas & Electric	Light refreshments available to Council members
Eighth Steering Committee meeting	7/10/08	7:30-9:30	Pacific Gas & Electric	Light refreshments available to Council members

\* Room "ABC", Pacific Gas & Electric, 111 Stony Circle, Santa Rosa

Please email [innovation@sonoma-county.org](mailto:innovation@sonoma-county.org) or call (707) 565-7170 48 hours in advance for confirmation of next upcoming meeting.



























