



Mendocino County

Legislation Text

File #: 21-0353, Version: 1

To: Board of Supervisors

From: Supervisor Williams and Supervisor Gjerde

Meeting Date: March 22, 2021

Department Contact: Supervisor Williams

Phone: 463-4441

Department Contact: Supervisor Gjerde

Phone: 463-4441

Item Type: Regular Agenda

Time Allocated for Item: 30 min

Agenda Title:

Discussion and Possible Action Regarding Presentation from West Business Development Center and Community Champions for MOVE2030 on Mendocino Opportunities for Building a Vibrant Economy (MOVE2030)

(Sponsors: Supervisor Williams and Supervisor Gjerde)

Recommended Action/Motion:

Receive the presentation, accept the report, refer MOVE2030 to a committee of the Board focused on economic development that will consider and make recommendations regarding a dedicated County staff person coordinating County efforts, and funding to support West in continuing this effort countywide.

Previous Board/Board Committee Actions:

6/19/2018, Board approved submittal of an Economic Development Administration (EDA) grant application for \$501,180 including a local match of \$104,000, to organize, coordinate, and implement immediate, intermediate, and long term economic recovery and resiliency activities. 8/6/19, the Board approved BOS Agreement 19-195 with the Economic Development & Finance Corporation (EDFC) in the amount of \$100,000 for related work. 9/17/2019, the Board approved BOS Agreement 19-254 with West in the amount of \$100,000 for related work. 11/12/2020, Board approved Agreement with West in the amount of \$197,000 for related work. 6/23/2020, the Board accepted a presentation on the project. 5/5/2020, the Board approved a First Amendment to BOS Agreements 19-195 and 19-254 without additional cost.

Summary of Request:

After the 2017 wildfires, West Business Development Center (West Center) was selected through an RFP process to serve as the County's lead in facilitating the development of an economic recovery & resiliency plan. Subsequent wildfires, public safety power shutoffs and the COVID-19 pandemic created the realization of an urgent need for a comprehensive 10-year economic strategy. We have completed the first step of this ongoing process which included establishing governance, research & data collection, community engagement, and a set of foundational recommendations. The term MOVE2030; *Mendocino Opportunities for building a Vibrant Economy* was created to describe this body of work. A steering committee was created with representation from the Board of Supervisors, County Executive Office, West Center, The Community Foundation of Mendocino County, Economic Development & Financing Corporation, and the Workforce Alliance of the

North Bay. Work was conducted to build a common vision, collect current data to guide outcomes and participate in regional economic activities. Over 200 participants and 15 organizations from every region of the county came to listen, share, and mobilize to explore new ways to stimulate the economy. Over time, it became clear this work broke down legacy silos and built bridges that connected participants to this common vision. Today's presentation is a summation of the work that became MOVE2030, with speakers including Mary Anne Petrillo and Paul Garza from West Center, MCOE Superintendent Michelle Hutchins, Amanda Reiman from Flow Kana, Jim Roberts from The Madrones, Sarah Million McCormick from the City of Fort Bragg, and Jim Mayfield from Rainbow Ag. View the outcome www.move2030.org.

Alternative Action/Motion:

Do not receive the presentation; provide direction to staff.

Supervisory District: All

vote requirement: Majority

Supplemental Information Available Online At: www.MOVE2030.org

Fiscal Details:

source of funding: N/A

current f/y cost: N/A

annual recurring cost: N/A

budget clarification: The cost of MOVE2030 was funded by an EDA grant. There is no cost associated with presentation, but there would be costs associated with implementation of recommendations.

Agreement/Resolution/Ordinance Approved by County Counsel: N/A

CEO Liaison: Executive Office

CEO Review: Yes

CEO Comments:

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Executed By: Atlas Pearson, Deputy Clerk I

Date: MARCH 22, 2021

Final Status: Approved with Direction

