

**COUNTY OF SONOMA
AGENDA ITEM
SUMMARY REPORT**

Clerk of the Board Use Only
Meeting Date
//____
Agenda Item No:

Department: Community Development Commission

() 4/5 Vote Required

Contact:
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Phone:
(707) 565-7505

**Commission
Date:**

Deadline for Board Action:

AGENDA SHORT TITLE:

Russian River Redevelopment Project Area - Small Business Assistance Program

REQUESTED COMMISSION ACTION:

Resolution of the Sonoma County Community Development Commission (Commission), in its capacity as the governing body of the Sonoma County Community Redevelopment Agency, approving an Agreement with the Sonoma County Junior College District on behalf of the Small Business Development Center (SBDC) to implement a Small Business Assistance Program for the Russian River Redevelopment Project Area for an amount not to exceed Twelve Thousand Dollars (\$12,000), and authorizing the Commission's Executive Director to execute the Agreement and to make minor, non-substantive changes to the Agreement following review and approval of County

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES		ADDNL. FUNDS REQUIRING BOARD APPROVAL	
Estimated Cost	\$12,000.00	Contingencies (Fund Name:)	\$
Amount Budgeted	\$12,000.00	Unanticipated Revenue (Source:)	\$
Other Avail Approp (Explain below)		Other Transfer(s) (Source:)	\$
Additional Requested:		Add'l Funds Requested:	\$

Explanation (if required): Funds are available from FY 008-09 non-housing project funds

Prior Board Action(s):

7/11/2000 – Board adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan.

6/3/08 – Commission adopted Resolution No. 08-0513 approving FY 2008/09 through FY 2012/13 Five Year Implementation Plan for the Russian River Redevelopment Project.

Alternatives - Results of Non-Approval:

Reduced opportunities for local businesses in the Russian River Redevelopment Project Area to receive technical assistance to grow and expand their sales revenues and workforce in the Project Area.

Background: [Professional Services Agreement is file with the Clerk of the Board]

On July 11, 2000, the Board of Supervisors (Board) adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan to establish the Russian River Redevelopment Project Area (Project Area). On June 3, 2008, the Community Development Commission adopted Resolution No. 08-0513 approving FY 2008/09 through FY 2012/13 Five Year Implementation Plan for the Project Area.

The Redevelopment Plan identifies twenty-three specific goals and objectives, including No. 4, which provides for "Economic development that leads to increased employment opportunities that mitigates underemployment problems for local residents."

Toward Goal No. 4, Commission staff is recommending that the Redevelopment Agency enter into an Agreement with the Small Business Development Center at the Santa Rosa Junior College (SRJC) to provide Individual Business Counseling, Group Training, and Business Workshop services (the "Program") to businesses in the Project Area through a Professional Services Agreement for an amount not to exceed \$12,000.

On April 1, 2008, the Board and Commission adopted the *Sonoma County Policy Guidance for Use of Redevelopment Funds* ("Policy Guidance"). The proposed Program meets the Policy Guidance category that allows redevelopment funding to be expended for non-capital activities that will eliminate economic blighting conditions, in that assisting businesses through the Program would promote economic development within the Project Area. Any projects funded under this category must be undertaken by the Redevelopment Agency either directly or through an administrative services agreement with an appropriate contractor. Approval of funds for costs in this category falls under the sole purview of the Commission. The Program is also consistent with State Community Redevelopment Law (CRL) and the FY 2008/09 through FY 2012/13 Five Year Implementation Plan.

The Program does not require CEQA review because it does not constitute the approval of a "project" as defined in CEQA regulations, and does not result in any physical changes to the environment.

The Program will be administered by the Small Business Development Center (SBDC) at the Santa Rosa Junior College and will include up to 300 hours for the following services, at a cost not to exceed \$6,000.

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Attachments:

Resolution

On File With Clerk:

Professional Services Agreement

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

Background (continued)

1. Individual Business Counseling: The SBDC will provide professional business counseling on a one-to-one basis to potential and existing businesses on topics including business planning, operations, marketing, record keeping, accounting, management, taxes, cash flow, capital access and acquisition, pricing and cost control, and other areas of small business operations, as agreed to by both parties.
2. Group Trainings: The SBDC will conduct group trainings for Project Area businesses on subjects such as those listed above, as mutually agreed upon by the Commission staff and SBDC.

In addition, the SBDC will provide the following service:

3. Business Workshops: The SBDC will conduct business workshops to groups on subjects mutually agreed upon by the Commission staff and the SBDC such as business planning, operations, marketing, recordkeeping, accounting, management, taxes, cash flow, capital access and acquisition, pricing and cost control, going green, or other issues of small business concerns. The SBDC may also provide a Customer Service Academy with ten 1-2 hour modules which can be custom tailored to a community's needs. The Commission will pay the cost of attendance at such group workshops on behalf of Project Area businesses that have been pre-approved by Commission staff in a total amount not to exceed \$6,000.

The SBDC has provided similar services for the following organizations: City of Rohnert Park and Rohnert Park Chamber of Commerce, City of Sonoma and Sonoma Valley Chamber of Commerce, Town of Windsor, City of Cotati and Cotati Chamber of Commerce, City of Healdsburg and Healdsburg Chamber of Commerce, City of Cloverdale and Cloverdale Chamber of Commerce, City of Santa Rosa, and the County of Marin.

The attached Resolution approves the Professional Services Agreement between Commission and the Sonoma County Junior College District on behalf of the SBDC (on file with Clerk of the Board) to implement the Small Business Assistance Program for the Russian River Redevelopment Project Area for an amount not to exceed \$12,000, and authorizes the Commission's Executive Director to execute the Agreement and to make minor, non-substantive changes to the Agreement following review and approval of County Counsel as to form.