

Headwaters Fund Board Meeting Agenda
October 20, 2009
12:30-3:00PM
Prosperity Center – Conference Room
520 E St., Eureka

Minutes

Members Present: Mark Burtchett, Kathy Moxon, Daniel Opalach, Jon Sapper and Zach Zwerdling

Members Absent: Patrick Cleary and Alex Stillman

Others Present: Dawn Elsbree and Sandy Alcaraz, Adam Wagschal, Sarah Caldwell

1. Opening - Jon Sapper brought the meeting to order at 12:33.
 - a. Approval of September 15, 2009 minutes – Motion made by Kathy Moxon, second by Dan Opalach to approve minutes from previous meeting; so carried.
 - b. Public comment on non-agenda items - None

2. Request for Grant Budget Modification from the City of Blue Lake

Grant awarded in 2009 for the City of Blue Lake Business Park. The city is requesting a budget modification; they would like more money to go to improving the wastewater treatment. Since the modification they are submitting is for more than \$10,000 this requires Board approval. There are no material changes to the purpose of the grant overall; just shifting funds from one line item to another. **Motion** made by Dan Opalach, second by Kathy Moxon to accept the modification as presented; so carried.

3. Request for Mini-Grant from the Harbor District

Presentation – The Harbor District is requesting a \$5,000 dollar mini-grant. Dollar amount requires approval from the Board. Humboldt Bay Water Trails Program is working to promote paddling in Humboldt Bay by improving access sites and providing information about paddling opportunities. Information provided will include a map, safety advice and ecological information. The Harbor District would like to print this information in the magazine “101 Things To Do.” Two pages of advertisement will cost \$5,000 plus they will post a video clip on the website. The magazine advertisement is expected to come out before the end of the year.

Action – **Motion** made by Dan Opalach, second by Zach Zwerdling to pay for two pages of advertisement; so carried. *What's happening with the Mad River slough?* The Reclamation District is re-arming the bank there; emergency action being taken. *Is this tied to a list of outfitters and those renting kayaks?* Yes, plus logos for contributors. This design is public domain that will be publicly accessible in the near future. *Who publishes the magazine?* It's a private publication. On another topic, there has been no response from MLPA letter as of this meeting. The timeline is very firm on this process; no wiggle room. There should be a recommendation by 2010. The outcomes of this process could have a substantial impact on our local fishing industry. Nothing is going to slow this process down. *Is there a proactive role for us to play in this?* The letter was the first step. If we get no response then the Board can decide what steps to take after that.

4. Headwaters Manuals Changes

We should take the slate of changes that we're in agreement on to date to the BOS soon to clear up the issue related to Headwaters loans to the County. The only new thing for this meeting is language on page 2, section 10 (a) Capital Liquidity Fund. This is new since our last meeting. *Will this alter the amount of money going into the Grant Initiative Fund?* We have already allocated \$495,000 to a reserve fund and \$638,000 to the Grant Initiative Fund. This will actually decrease the amount of money in the reserve fund and make more available. The Revolving Loan Fund has 1.3 million over the initial \$8 million right now.

Motion made by Kathy Moxon, second by Dan Opalach to approve manual changes and language as stated; so carried.

5. Preliminary Review of 2009-10 Grant Applications

6 grant applications; allocation for the year will be \$150,000. *Do we need questions answered by applicants at our next meeting?* Will decide as we discuss each proposal.

- The Regents of the University of California: This proposal has come up before. *What's changed?* Basically the same application; added letter of support from landowner; resubmitted it with hopes that there wouldn't be as much competition. *Where is the evidence that there are 50 landowners that are interested in participating in this? Any additional information we should get from applicant?* Dawn can ask them to bring the names of the 50 landowners that have shown interest. Zach would like to have a presentation from one or all applicants at the November meeting. Would like to hear more about the Native American component. Request a presentation
- Buckeye Forest Project: Not sure what they are trying to accomplish in terms of economic development. Workshops that have been funded; take the results and publish it in the newspaper or magazine or on the web? Dan would like to have them come in and encourage them to pursue their good work. Would like to have a clearer proposal. Request a presentation.
- Eel River Digital Media Academy: Generally supportive; would like to hear more. Made a presentation to the Youth Council; no request for funding at that meeting. It would be nice to learn a little more about the teachers; who is in the mix. *Can this be connected with the business community?* Request a presentation.
- Individual Development Account (IDA) Prosperity Scholarship Program: Looks like it's been successful in the past and would like to keep things going. They seem very reluctant to provide us with information as to whom they help. *Maybe some more information from them?* They have gotten money from private sector before. Ask for something specific; a matrix. Not detailed and drawn out but informative. No presentation.
- Mattole Diversified Forest Economy Project: *Another rebound?* Yes. Reduced dollar amount from previous proposal. The carbon market is really emerging. Seth has already presented. No new presentation.
- Voluntary Oak Woodlands Conservation Program: Primary goal is to open up a funding stream. Wonder about their estimates. Don't know if it's a sure bet; would like more assurances that they can get funding from the Wildlife Conservation Board. Straightforward proposal. Request a presentation.

We need to revisit the ranking process at some later date. Let's discuss the ranking sheets at the next meeting and have Board members complete them for the December meeting discussion.

6. Developing Humboldt County's Workforce Initiative

Jon identified 5 focused strategies which will address the lack of entry-level workforce. This initiative will only be successful if it's a combined effort.

- Strategy 1 – Humboldt County Builds its Own Workforce
- Strategy 2 – All Students Are Successful
- Strategy 3 – “Get me back on Track” Program
- Strategy 4 – “Let's Visit College”
- Strategy 5 – Preparing Financially for Post-Secondary Education

Mark suggests four areas for Headwaters support: career materials, Junior Achievement, Youth Business Plan competitions and internship programs. Another strategy might be to provide overall support for the initiative without picking and choosing pieces to support. *Are the kids themselves aware of the fact that jobs are going to be much more difficult to come by in the future?* Our natural resources here are exhausted and there is no safety net of jobs available. Not sure what their level of awareness is. We need more AVID programs in this county. *How are the schools going to collaborate?* The goal is to roll out this initiative and identify the schools that are behind the eight ball. The 4th grade level is a key indicator and critical piece to this whole thing. *What are the needs to launch this?* A press release; get this out to various media, probably a community wide media campaign. We need to know where in each area we are going; then a big community launch. Headwaters might want to be ready with a monetary commitment that coincides with the launch. Looking at \$500,000 annually from HCOE to get this thing moving. *How will you measure your progress year to year?* Benchmarks and milestones. Jon will return next month with a specific proposal for Headwaters support.

7. Closing

a. Staff updates

AEDC Request for Increase in RLF Funds: A year ago this board approved an increase of funds from 1.5 million to 3 million dollars. The County Administrator and the Auditor's office do not want to go to the full increase of funds. We would like to go with an interim amount of \$750,000. *Is it appropriate for the Board to approve this amount?* The Headwaters Board already approved the 3 million and this is less so the prior vote stands.

Discussions related to Multi Media Industry Cluster: Visitors from New Zealand were very impressed with media in their area. *How do we get our own Lord of the Rings?* These discussions are happening at the Industry Cluster level.

Possibly we could get an update from the film commission.

Update on Evaluation Process: Had our first meeting; looking at outcomes.

b. Confirmation of future meetings: November 17, December 15

c. Meeting adjourned at 3:16

