

**Sonoma-Mendocino Economic Development District
Comprehensive Economic Development Strategy (CEDs)
Public Workshop Notice and Agenda**

Finley Community Center
2060 W College Avenue
Santa Rosa, CA 95401

May 17, 2016 | 8:30am-11:30am

- 8:30AM Welcome
Supervisor James Gore, Fourth District

- 8:40AM Background on Sonoma-Mendocino EDD and Sonoma-Mendocino CEDs
*Pam Chanter, Sonoma-Mendocino EDD Board Member and Ben Stone, Economic
Development Director*

- 8:50AM CEDs Overview – Purpose, Process, and Outcomes
Brian Kelsey, Civic Analytics (Consultant)

- 9:10AM Preliminary Research Findings – Baseline Conditions/Stakeholder Perceptions
Brian Kelsey, Civic Analytics

- 9:50AM Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment
Facilitated Discussion

- 11:00AM Next Steps – Getting from Research to a Strategy

- 11:20AM Public Comment Regarding Items Not on the Agenda

- 11:30AM Adjourn



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