

POLICY WATCH – January 2018

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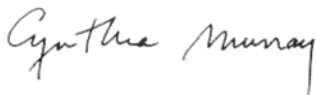


Lots of great news at NBLC! We are excited to announce two new members, Cornerstone Properties and Partnership Resources Group. As an employer-led public policy advocacy organization, we thrive on having a diverse group of employers from different sectors and perspectives contributing to our policy work.

In this issue, we continue to look at creating more housing and some new ways that people are adding second units or granny flats to their properties. NBLC continues to collaborate for ways to get more housing built as the ability to attract and retain employees becomes increasingly impacted by the lack and high cost of workforce housing.

NBLC is proud to endorse Supervisor Judy Arnold for Marin County Supervisor – 5th District. Judy has earned another term in office as she has worked hard to improve the economy and transportation in the region. Please remember to vote in the upcoming June primary.

Best,



Cynthia

NBLC Welcomes New Board Member, Cornerstone Properties

North Bay Leadership Council is pleased to announce that Cornerstone Properties is its newest board member. Founded in 1985, Cornerstone Properties is a leading Bay Area commercial real estate development and management firm headquartered in Petaluma. The company owns a number of North Bay properties, including the downtown Santa Rosa office building that houses the publishing offices of Santa Rosa Press Democrat and the Business Journal, as well as the former Cisco campus in Petaluma and other Santa Rosa sites.



Craig Nelson, NBLC's chairman and Nelson Family of Companies Board Chair, said, "We are excited to have this locally owned and managed company join NBLC. We know that Cornerstone prides itself on being a strong community-builder with a deep commitment to improving education and the workforce readiness of the North Bay."

The board member representative will be Alon Adani. Alon has been active in the community. "Cornerstone's committed to helping to solve the regional problems, especially around housing and workforce training, and by collaborating with NBLC members we improve the chances of success," said Alon. As a respected, successful real estate entrepreneur, Alon has nearly 20 years of diverse experience in shepherding ideas to viability.

Alon is the founder behind the creation of 180 Studios, a public "makerspace" in Santa Rosa, that supports the teaching, learning, and practicing of Industrial Arts, Creative Arts, Engineering, and Design with professional class instructors, quality equipment, and space for makers to develop their creative ideas.

Cornerstone was a pillar of support in the fire recovery offering the use 16,000 square feet on the ground floor of the 427 Mendocino property for use as the Local Assistance Center, allowing the organizations who were helping people through the recovery to be co-located into one facility. This space is now going to be turned into a coworking space for the North Bay. Cornerstone also donated 50,000 square feet at the Todd Road Industrial Park to the Red Cross as the main distribution hub. In addition, the company donated another combined 35,000 square feet to The Volunteer Center, Mentor Me, Sonoma Family Meal and Sonoma County Fire Relief.

Alon teamed up with Lawrence Amaturro to create a new multimedia blitz in fire-damaged Sonoma, Napa, Mendocino, Lake and Solano counties to attract and train people in the construction trades. This effort is not just about supplying new local workers for the rebuilding but also about stopping the attrition of skilled employees when they retire.

Pauline Block, Client Relationship Director, at Cornerstone will be Adani's alternate.

Partnership Resources Group Joins NBLC



Partnership Resources Group

fundraising for effective change

North Bay Leadership Council is pleased to announce its newest member, Partnership Resources Group. Established in 1990, Partnership Resources Group (PRG) is a consulting firm based in San Rafael providing fundraising services to organizations throughout Northern California. PRG has, for more than 25 years, managed large-scale campaigns for a broad range of sectors, from healthcare to education, from affordable housing to the arts. Their many, multi-million dollar local fundraising campaigns include Social Advocates for Youth, Redwood Empire Food Bank, Whistlestop, Marin Community Clinics and Santa Rosa Community Health Centers. PRG has created and managed fundraising campaigns ranging from \$500,000 to \$120,000,000 and has evolved to include a comprehensive array of services.

Craig Nelson, Chair of NBLC, said "PRG's knowledge of the nonprofit sector brings a new perspective to our policy work – and recognition that this sector employs many in the North Bay. The importance of the community-based organizations has become even more apparent since the devastating fires of last year."

In addition to capital fundraising, PRG provides financial development strategies for larger nonprofit programs, grantmaking foundations and government agencies. The firm is a network of sixteen professionals, each an experienced specialist from a variety of disciplines including capital development, endowments, funding feasibility assessment, planned giving, sustaining funds, bond financing, corporate philanthropy, and public sector grantmaking.

Elliot Levin, the Founder and President of PRG, said, “We have enjoyed working with many of the members of NBLC in the past and look forward to collaborating even more closely on ensuring the success of the safety-net organizations so important to the quality of life in the North Bay.” Levin serves as senior counsel on PRG’s projects. An experienced problem-solver, Levin utilizes his extensive background in public-private partnerships to assist organizations with growth and the funding necessary to achieve expansion. Prior to founding PRG, Levin managed nonprofits in Chicago, L.A. and San Francisco. His last position was CEO of one of the Bay Area’s largest agencies, United Jewish Community Centers.

Andrew Eber, Senior Associate, will be the member representative alternate. Prior to joining RPG, Eber served as the Executive Director of the Marin Community Health Foundation where he led six capital campaigns benefitting two hospitals. For 6 years, he served as Director of Development for Guide Dogs for the Blind. Andy has served as development counsel to dozens of nonprofits seeking charitable investors to support their missions. He considers this his most satisfying role.

NBLC Endorses Supervisor Judy Arnold for June Primary

NBLC endorsed Supervisor Judy Arnold for the Marin County Board of Supervisors, 5th District race this June. She has been a balanced, hard-working representative of her District and the County. Arnold has been very instrumental in getting transportation projects funded, implemented and/or progressed, including the SMART Train, Marin/Sonoma Narrows and Highway 37. Arnold knows the importance of a strong economy to keep the County resilient. She founded the Marin Economic Forum to ensure that creating jobs and attracting and retaining companies that pay well are a priority. She has earned another term in office.



YOU can help solve the housing crisis and help yourself at the same time



The North Bay needs new housing units and it needs them quickly. One of the quickest ways to produce more units is through the additions of accessory dwelling units or granny flats. [In Building a granny flat can cost big bucks. But there’s help out there \(Link\)](#) Marisa Kendall says, “As more Bay Area homeowners consider building granny flats in their backyards, potentially helping with the region’s housing shortage while bringing in some extra money, one key factor still stands in the way — the cost.

So in true Silicon Valley fashion, startups are stepping in to fund these small backyard, garage and basement units, sensing a potential opportunity to make big bucks on the region’s burgeoning in-law unit craze.”

Kendall says “But the price tag for building a granny flat — which can be \$100,000 or more — still can be daunting. And because the market is so new, big corporate backers aren’t yet doling out loans. Instead, small startups like Palo Alto-based ADU Builder and Point, as well as affordable housing organizations like Housing Trust Silicon Valley, are filling the void.”

“In a recent survey, granny flat owners reported spending an average of \$156,000 to build their units, according to the UC Berkeley Turner Center for Housing Innovation. That’s much less expensive than building traditional housing — it costs an average of \$591,000 to build one unit of affordable housing in San Francisco, according to the Turner Center — but enough to give some interested homeowners sticker-shock.”

Kendall says, “ADU Builder, launched late last year by Palo Alto-based real estate agent Tony Chan, finances the construction of in-law apartments in exchange for a share of the proceeds the homeowner makes from renting the unit. If a homeowner contributes no down payment, ADU Builder keeps 70 percent of the rental income.”

Giving another example, Kendall says, “Point, another Palo Alto-based startup, uses a slightly different method to fund in-law apartments. Point gives a homeowner money to build a new in-law apartment, and in exchange, Point takes a percentage of the appreciation of the entire property. The homeowner has 10 years to sell the property or buy out Point.”

“Point helps homeowners fund all sorts of home renovation projects, but started specializing in granny flats in the second half of last year, said co-founder Eoin Matthews. Since then, Point has fielded between 200 and 300 inquiries from potential customers interested in building in-law units, Matthews said, and has 20 to 30 such deals in the works.”

In exciting news, Kendall describes how the big players are dipping their toes into this kind of financing. “Big corporate lenders are getting involved in the granny flat frenzy too — albeit slowly. Last year JP Morgan Chase granted \$3.5 million to the cause, to be split between Housing Trust Silicon Valley and Los Angeles-based Genesis LA.”

“Housing Trust Silicon Valley is using its half of the money to roll out a two-part pilot program this spring. The first effort will be hosting public workshops where experts answer homeowners’ granny flat questions, and the second will be financing the granny flats themselves. The Housing Trust plans to offer money, in the form of building grants and loans, to homeowners who agree to rent out their new granny flats at an affordable rate to low-income renters for a period of several years. The organization still is working out details, Zwick said, but they have a new hire starting Monday who will oversee the pilot program.”

Kendall says, “JP Morgan Chase is using the Housing Trust pilot as a way to test the waters — if it works, the company may continue funding affordable granny flats. It’s an area many in the industry are eyeing, said Cecile Chalifour, West division manager of Chase Community Development Banking. ‘All the banks are kind of following and paying attention,’ she said, ‘because it’s a way to increase mortgages, in a slightly less conventional way.’”

Members in the News

Exchange Bank, Large Business of the Year

Exchange Bank is proud to be a Premier Member of the Santa Rosa Metro Chamber.

Star Staffing 20th Anniversary Talent & Recruiting Conference

Star Staffing is celebrating 20 years in business!

Kaiser Permanente Santa Rosa Medical Center Get New Physician Leadership

Michael J. Shulman, MD, a Santa Rosa urologist, was named the new physician-in-chief of the Kaiser Permanente Santa Rosa Medical Center, helping guide the medical operation of the hospital and oversee physicians and medical staff.

Read more online at www.northbayleadership.org/news



Who We Are

Over twenty five years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes 54 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call

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