

POLICY WATCH – March 2018

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NBLC is inspired by the youth who are leading the way for gun reforms throughout the nation. It is wonderful to see these teens being engaged in causes that are meaningful to them and working to shape the future they want to live in. The North Bay has its own teen leaders and we want to hear from them. NBLC is sponsoring a Youth Power Speech Contest to showcase these teen leaders who are speaking passionately about their causes. The winner will be the keynote at our Leaders of the North Bay event in November and also receive a college scholarship. Please look for more information about the contest in the weeks ahead.

NBLC is pleased to welcome a new Board member, CannaCraft. The cannabis industry is growing in importance for the North Bay economy and CannaCraft is a leader in its field. We also urge you to start paying attention to the June primary. NBLC urges a “Yes” vote on Prop 69.

Happy spring!

Best,



Cynthia

Youth Power!

The March for Our Lives was a powerful course correction for our nation. Our children, tired of living in fear, are rising up to claim their future and be the leaders we need now. Whatever your feelings about the future of our nation, you listened to America’s kids in awe, respect and solidarity as they spoke the truth of their lives and what they demand for their future.

The eloquence of the kids was very impressive. They were rational, reasoned and passionate. They made the usual political speeches look small and meaningless. They spoke of death with a personal knowledge that no parent would want their children to have. They sang Happy Birthday to a fallen friend, told their survival stories and mourned the trauma and loss of their childhood.

These students have inspired us at NBLC. We know that we have great youth leaders in the North Bay and we want to lift up your voices so that the community can hear you. This year, instead of bringing in a keynote speaker to address the guests at our Leaders of the North Bay, we are holding a Youth Power Speech Contest. We want one of our talented, well-spoken youth to be the keynote!

Please help us find our local teen leaders and encourage them to apply for this contest. The details and contest rules can be found at:

At NBLC, we want to be leaders and to grow leadership. We are excited that this contest will help grow the next generation of leaders who will make the North Bay a stronger community.

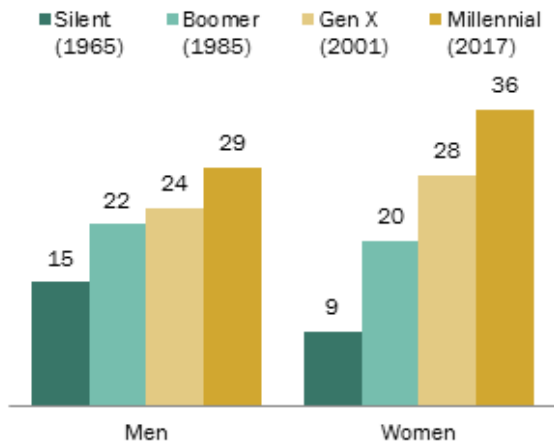
Millennials Are Different from Past Generations

Pew Research Center has published [How Millennials today compare with their grandparents 50 years ago](#), by Richard Fry ([Link](#)). The study found, “The past five decades – spanning from the time when the Silent Generation (today, in their 70s and 80s) was entering adulthood to the adulthood of today’s Millennials – have seen large shifts in U.S. society and culture. It has been a period during which Americans, especially Millennials, have become more detached from major institutions such as political parties, religion, the military and marriage. At the same time, the racial and ethnic make-up of the country has changed, college attainment has spiked and women have greatly increased their participation in the nation’s workforce.”

The Millennial generation is also the most diverse in America’s history. “In 2017, fewer than six-in-ten

As young adults, Millennials more educated than previous generations

% of those ages 21 to 36 who have completed at least a bachelor’s degree, by gender



Note: The educational attainment question was changed in 1992. For Boomers and Silents, the share shown refers those who completed at least four years of college (regardless of degree status).
Source: Pew Research Center tabulations of the 1965, 1985, 2001 and 2017 Current Population Survey Annual Social and Economic Supplement (ASEC) from the Integrated Public Use Microdata Series (IPUMS).

PEW RESEARCH CENTER

Millennials (56%) were non-Hispanic whites, compared with more than eight-in-ten (84%) Silents. The share who are Hispanic is five times as large among Millennials as among Silents (21% vs. 4%), and the share who are Asian has also increased. However, the share who are black has remained roughly the same.”

They are also highly educated. “Millennial women are four times (36%) as likely as their Silent predecessors were to have at least a bachelor’s degree at the same age. Educational gains are not limited to women, as Millennial men are also better educated than earlier generations of young men. Three-in-ten Millennial men (29%) have at least a bachelor’s degree, compared with 15% of their young Silent counterparts. These higher levels of educational attainment at ages 21 to 36 suggest that Millennials – especially Millennial women – are on track to be our most educated generation by the time they complete their educational journeys.”

These changes position the Millennial generation to be leaders, if they decide to engage in voting and the political process. The March for Our Lives indicates that they are will to do just that!

CannaCraft Joins Board of North Bay Leadership Council

Petaluma, CA CannaCraft, the largest cannabis manufacturer in the U.S., has joined the Board of North Bay Leadership Council (NBLC). Bill Silver, the former dean of Sonoma State University’s School of

Business and Economics, is the CEO of the fast-growing Santa Rosa company. CannaCraft is a leader in California's \$21 billion commercial cannabis industry.

CANNACRAFT

Craig Nelson, Chair of Nelson Family of Companies and Chair of NBLC's Board, welcomed CannaCraft, saying "We are excited to have CannaCraft as a member for two reasons: the company is dominant in a new industry sector that is important to the North Bay, and CannaCraft shares the values of other NBLC's members in looking to ensure strong public policy around education, housing, transportation and sustainability."

Bill Silver will be the Board member representative. Tiffany Devitt, Chief Compliance Officer/Chief Information Officer, will be the alternate. Silver said, "We wanted to join NBLC to further our mission to be a responsible corporate player in Sonoma County's economy. We like that NBLC's members are committed to civic engagement and bettering the community by working collectively on issues that are important to the North Bay."

CannaCraft employs about 180 people and has about 140 products under five brands, including AbsoluteXtracts cannabis oils, Care By Design medicines and Satori chocolates. CannaCraft has three state licenses for its medical cannabis manufacturing operations, distribution company and its retail dispensary in Hopland, Emerald Pharms.

CannaCraft's revenues have doubled every year for three years and there are plans to keep the company growing, with an eye toward replicating the CannaCraft brand in other cannabis-friendly states.

Silver finds similarities between the wine and cannabis industries. For example, both industries have a strong ethic around sustainable business practices, leading to advances in agricultural technology, and organic farming. Another similarity is that both industries are very philanthropic and community-centered. For example, after the fires, CannaCraft offered up a large space to serve as the headquarters for the Red Cross. Growers of grapes and growers of cannabis contributed millions of dollars to disaster relief efforts.

Yes on Prop 69



NBLC members recommend a "Yes" vote on Prop 69. Here is why:

California Proposition 69, the Transportation Taxes and Fees Lockbox and Appropriations Limit Exemption Amendment, is on the ballot in California as a legislatively referred constitutional amendment on June 5, 2018.^[1]

A "yes" vote supports this amendment to:

- require that revenue from the diesel sales tax and Transportation Improvement Fee, as enacted by Senate Bill 1 (SB 1), be used for transportation-related purposes; and
- exempt revenue generated by SB 1's tax increases and fee schedules from the state appropriations limit.

A "no" vote opposes this amendment to:

- require that revenue from the diesel sales tax and Transportation Improvement Fee, as enacted by Senate Bill 1 (SB 1), be used for transportation-related purposes; and
- exempt revenue generated by SB 1's tax increases and fee schedules from the state appropriations limit.

Overview

Amendment and Senate Bill 1

Proposition 69 was part of a legislative package that included Senate Bill 1 (SB 1).^[1] Without SB 1, Proposition 69 would not affect anything. SB 1, which was also known as the Road Repair and Accountability Act of 2017, enacted an estimated \$5.2 billion-a-year increase in transportation-related taxes and fees, including a \$0.12 cents per gallon increase of the gasoline excise tax, a \$0.20 cents per gallon increase of the diesel excise tax, a 4 percentage points increase of the diesel sales tax, an annual \$25 to \$100 Transportation Improvement Fee, and an annual \$100 zero-emission vehicles fee.^{[2][3]}

Proposition 69 would require that revenue from the diesel sales tax and Transportation Improvement Fee (TIF) be dedicated for transportation-related purposes. As of 2018, the state constitution prohibited the legislature from using gasoline excise tax revenue or diesel excise tax revenue for general non-transportation purposes. The amendment would require the diesel sales tax revenue to be deposited into the Public Transportation Account, which was designed to distribute funds for mass transportation and rail systems. Proposition 69 would require the TIF revenue be spent on public streets and highways and public transportation systems. Although SB 1 requires revenue from the zero-emission vehicles fee to be placed in the Road Maintenance and Rehabilitation Account, Proposition 69 does not contain a provision creating a constitutional mandate for zero-emission vehicles fee revenue.^{[1][2]}

Proposition 69 would make revenue from SB 1's tax increases and fee schedules exempt from the state appropriations limit, also known as the Gann Limit.^[4] In other words, the revenue would not count toward the limit. The Gann Limit prohibits the state government and local governments from spending revenue in excess of per-person government spending in fiscal year 1978-1979, with an adjustment allowed for changes in the cost-of-living and population. Amendments were made to the Gann Limit in 1988 and 1990, modifying the formula and requiring half of the excess revenue to be distributed to public education and the other half to taxpayer rebates. Rejecting the constitutional amendment would make SB 1's revenue subject to the Gann Limit. As of 2018, the Gann Limit had been exceeded just once in 1987.^[4]

Upcoming Events

Talent & Recruiting Conference

Wednesday, March 28

8:00 am - 1:00 pm

Sonoma State University

Winners and Losers in the Age of Automation

Tuesday, April 10

7:00 am - 9:00 am

Dominican University

Members in the News

Sonoma Raceway Hosts Make the Future California While They Put Fuel-Efficiency Records to the Test
Shell, in conjunction with Sonoma Raceway and Speedway Motorsports Inc., will welcome student teams from up to 100 high schools and universities across North and South America to Make the Future California featuring Shell Eco-marathon Americas, April 19-22, 2018.

Redwood Credit Union Celebrates Its 100th Teen Financial Fair in the North Bay

Redwood Credit Union (RCU) held its 100th free “Bite of Reality” financial workshop for teens on Wednesday, March 7th at San Rafael High School.

Midstate Construction – Sun House Senior Apartments

Midstate Construction Corporation recently completed construction of Sun House Senior Apartments, a new senior residential facility in Ukiah, CA for owner PEP Housing.

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

707.283.0028 / E-mail info@northbayleadership.org
www.northbayleadership.org