

POLICY WATCH – October 2018

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The month of October has felt like a crescendo of events coming to their fruition. The looming mid-term elections with so much on the line nationally, the sense that the Mueller investigation is nearing its end, the one-year anniversary of the North Bay's worst disaster and our continuing recovery, and at NBLC, the final preparations for our Leaders of the North Bay Awards event on November 2nd. We urge everyone to vote as many people believe this is the most important midterm election in history.

We also urge you to get your ticket for the Leaders of the North Bay Awards luncheon as we are down to just a few tickets left. If you need a dose of hope for the future, this is the event for you. It is always uplifting, and this year's teen keynote speaker will fill you with optimism for her generation's ability to lead.

NBLC is growing and we are proud to announce a new Board member, Tri Counties Bank, and new member, Ultragenyx Pharmaceutical. We are so excited to have these two great companies join us!

Best,



Cynthia

Most important midterms ever? Please vote!

This midterm election may be one of the most important ones in history. There has been a big push for voter registration and voter turnout, which typically is poor in a midterm election. We hope that you have registered to vote, and made sure that family members and colleagues have, too. In a democracy, voting is a right that must be exercised to get the government that is truly representative of the people. It is crucially important that voters show up at the polls. There needs to be a strong voter turnout to send a message that American voters are paying attention, engaged and want their voices heard.

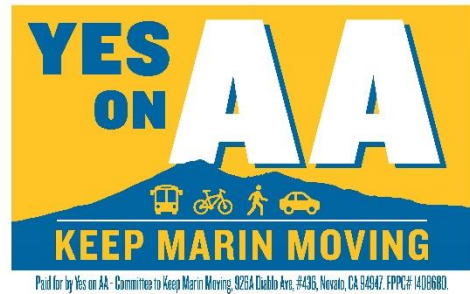
If you care about traffic, pay attention to these two important ballot measures: No on Prop 6 and Yes on Measure AA (Marin)



NO on Proposition 6: Repeals the 2017 fuel tax and vehicle fee increases (SB 1) to fund road, bridge and highway repairs and requires a public vote on future increases. If passed, it would remove funding for the Marin/Sonoma Narrows, local road improvements and impact safety. A report by Washington, D.C.-based TRIP found that 71 percent of streets in San Francisco, Oakland and nearby cities are dilapidated and cost motorists an average of \$1,049 annually in car repairs.

YES on Measure AA: Transportation Authority of Marin’s (TAM) renewal of existing ½ cent transportation sales tax to fund local transportation improvements and programs for traffic relief.

The ½ cent transportation sales tax renewal called for under Measure AA needs to be approved now, as it allows the funds to be spent immediately on improvements needed for businesses in Marin County. Marin has added over 13,000 new jobs since 2010. With the difficulty Marin communities face to supply adequate workforce housing, many workers commute from outside the County. In fact, there are now 45,000 people coming into Marin every day.



Not only is investment in Highway 101 critical for workers and goods moving in-and-out of the county, but Highway 101 congestion forces traffic to use local roads. For Marin residents to access shopping, schools, and all varieties of local businesses, people need to get in and out of Marin on Highway 101 and Interstate 580.

That is why NBLC strongly supports funds being authorized now for key projects that reduce congestion and enable Marin employers to attract workers into the County. Without renewing the sales tax now under a new, targeted expenditure plan, we can’t spend the funds on the Marin/Sonoma Narrows completion or the new Highway 101 to Interstate 580 Connector. We also can’t work on over 10 highway interchanges, updating and making our access on and off Highway 101 safer.

The small percentage to highway improvements is money well-spent. These funds represent about 10% of the total funds needed, as they leverage state gas tax and regional toll funds for the 90% remainder. That down-payment on enabling employers to hire and retain workers is well worth it. Please vote YES on Measure AA.

NBLC’s Endorsements for November Election

Candidates	Measures
Santa Rosa City Council – District 2: John Sawyer (Inc.); District 4: Dorothy Beattie ; District 6: Tom Schwedhelm (Inc.) – Note that Schwedhelm is running unopposed	YES on Measure AA: Transportation Authority of Marin’s (TAM) renewal of existing ½ cent transportation sales tax to fund local transportation improvements and programs for traffic relief

Petaluma – Mike Harris for Mayor; Dave King (Inc.) and Michael Regan for City Council	YES on Measure N: Santa Rosa Housing Bond
Rohnert Park City Council– Pam Stafford (Inc.); Susan Adams	YES on Prop 1: Issues \$4 Billion in bonds for housing programs and veterans’ home loans
Santa Rosa Junior College Board: Jeff Kunde	YES on Prop 2: Authorizes state to use revenue from Proposition 63 (2004) for \$2 Billion in bonds for homelessness prevention housing
College of Marin Board: Wanden Treanor (Inc.); Diana Conti (Inc.)	YES on Prop 3: Issues \$8.877 Billion I bonds for water-related infrastructure and environmental projects
	YES on Prop 4: Authorizes \$1.5 Billion in bonds for children’s hospitals
	NO on Proposition 6: Repeals the 2017 fuel tax and vehicle fee increases (SB 1) to fund road, bridge and highway repairs and requires a public vote on future increases. If passed, it would remove funding for the Marin/Sonoma Narrows, local road improvements and impact safety.
	NO on Proposition 10: Repeals the Costa-Hawkins Rental Housing Act and allows local governments to enact rent control. If passed, it would depress future housing construction and worsen the housing crisis. Please remember to vote and encourage everyone you know to register and vote, too!

Last Call for Leaders of the North Bay Awards Luncheon Tickets



We are near sell-out for this year’s Leaders of the North Bay Awards Luncheon on November 2nd. If you wish to attend, don’t delay in purchasing your ticket. We are proud to feature the Teen Speech Contest Winner, Natalie Fox, as our keynote speaker. Natalie’s speech will be just the beginning of an event filled with hope, optimism and renewal of your faith in the goodness of the people in the North Bay.

The event is at the Embassy Suites, San Rafael. The program runs from 11:30 – 1:30. Tickets are \$85/person and must be purchased in advance [Here](#).

NBLC Welcomes New Board Member, Tri Counties Bank and New Member, Ultragenyx Pharmaceutical

New Board Member: Tri Counties Bank



North Bay Leadership Council (NBLC) continue its growth in membership with Tri Counties Bank joining its board of directors. Tri Counties Bank is a community bank, in 26 California counties with 60 branches, based in the North Bay in Santa Rosa. Established in 1975, Tri Counties Bank is a wholly-owned subsidiary of TriCo Bancshares, provides an

extensive and competitive breadth of consumer, small business and commercial banking financial services. They anticipate opening more North Bay branches in the future. The bank has \$6 Billion in assets

Craig Nelson, Chair of NBLC's Board and Chair of Nelson Family of Companies' Board, welcome Tri Counties Bank, saying "Having Tri Counties Bank chose to grow in the North Bay and become a part of NBLC shows their commitment to sound public policy and strengthening the communities in which they operate. We look forward to working together to strive for the prosperity and resiliency of this region."

Tri Counties Bank has a long history of investing in the financial success and well-being of the communities they serve demonstrating their commitment to making a positive impact in those communities. It is proud to support organizations which strengthen our communities through investments, donations, sponsorships and lending to hundreds of non-profit organizations and community service organizations. Tri Counties Bank employees and TRICO Bancshares Directors provide thousands of hours of volunteer services throughout the Bank's footprint on an annual basis by providing financial education classes, hosting a food drive, working on a Habitat for Humanity build, working with local shelters, or serving on the boards of local civic organizations and community groups.

Julianna Graham, Senior Vice President, Area Manager North Bay, will be the NBLC Board member representative. Graham said, "We wanted to be a part of NBLC because we share the goals of this group: creating more affordable and workforce housing, improving the workforce in the North Bay through collaboration with educational institutions and business, and giving back to the communities we serve."

Graham joined Tri Counties Bank to develop and manage customer relationships in the North Bay region which includes Sonoma, Napa and Marin counties. She brings over 30 years of experience in banking with a proven record of growing relationships and assisting customers achieve their financial goals. Prior to joining Tri Counties, Julianna was SVP of Western Bankers Association, CEO of Western Independent Bankers and SVP and Cross Director for Wells Fargo in the Wholesale and International Divisions. She is currently a faculty member of the Pacific Coast Banking School, serves on the Timothy Murphy School board and is a past board member of the Luther Burbank Center for the Arts and the Sterne School. She has a BS from University of San Francisco, and a MBA in Finance from Golden Gate University.

New Member: Ultragenyx Pharmaceutical



North Bay Leadership Council (NBLC) proudly announces its newest member, Ultragenyx Pharmaceutical. Ultragenyx is a public, commercial stage biotechnology company committed to bringing life-enhancing therapeutics for patients with rare and ultra-rare genetic diseases, also known as orphan diseases, to market. The company focuses on

metabolic and rare diseases that may affect small numbers of patients, but for which the medical need is high and there are no effective treatments. Ultragenyx is building a sustainable pipeline of safe and effective therapies to address these clinically underserved diseases.

Craig Nelson, Chair of the Board of NBLC and Nelson Family of Companies, said "Ultragenyx is a rising star in the North Bay, providing unique life-saving research and lots of well-paying jobs. NBLC is thrilled to see the biotech sector thriving. We look forward to partnering with Ultragenyx to ensure they have the workforce they need, better commutes for their employees and strong support for their growth in the North Bay."

Founded in 2010, Ultragenyx employs approximately 600 people and is headquartered in Novato within the Bel Marin Keys Industrial Park. Ultragenyx has never considered leaving the region. "Many of our employees, including myself, live in Marin County. For those who live in San Francisco, our offices in Novato are only 25 minutes away, and we have people who commute from the East Bay and South Bay as well. Living and working in the North Bay provides great weather, natural beauty and great public schools. There is a high quality of life and an educated workforce. The dedication to education and a highly educated work force is important to our industry, as we regularly recruit at the PhD and MD levels," concluded Karah Parschauer, General Counsel of Ultragenyx.

The firm has a relatively diverse pipeline - it has two FDA-approved drugs: Mepsevii (vestronidase alfa) and Crysvita (burosumab), five clinical-stage programs including two potentially promising gene therapy programs, and a number of preclinical programs.

Dr. Emil Kakkis is currently Ultragenyx's President and Chief Executive Officer. Dr. Kakkis is known for his work over the last 22 years to develop novel treatments for rare disorders. He began his work developing an enzyme replacement therapy. Dr. Kakkis joined BioMarin in 1998, where he guided the development and approval of two more treatments for rare disorders, MPS VI and PKU, and contributed to the initiation of seven other treatment programs for rare disorders, three of which are now in clinical development or approved.

Dr. Kakkis went on to found Ultragenyx in 2010 to focus on building a next-generation rare diseases company. The company has grown rapidly since its founding. It went public in January 2014 (NASDAQ: RARE) and has received approvals of 2 rare disease therapies within the last 12 months.

One Year Post-Fires: Community Matters Most in Recovery

One year post-fires, it is a time for reflection of what the North Bay has been through and what lies ahead. One of the biggest lessons learned is the need for a resilient community. The aftermath of the fires was a time that the community came together to help each other in any way they could. There was a need to

be proximate – to give a hug, provide shelter, hand out replacements for what was lost, and just be in the moment together. One year later, that strong sense of community is what needs to be sustained and appreciated.

In Why COMMUNITY matters most in COMMUNITY RECOVERY to disaster by Steph Roy McCallum, Medium ([Link](#)), the author reminds us not to lose sight of the importance of community in our recovery. McCallum says, “You’ve got to have a place and a space for everyone, wherever they are emotionally in order to start planning for recovery.

The goal is not to re-build or build back better (as so often is said) but instead to BUILD COMMUNITY, in all the senses of that word. Not just the physical structures, spaces and infrastructure but also the social connections, the vibrancy of place, to create a physical essence of the hopes, dreams and values of a people in a location.”

McCallum adds, “And this takes the community to lead. It takes a plan and a process. It takes an assessment of community resiliency at the outset, to identify vulnerabilities and risks.” The best of our recovery efforts have been community-led.

McCallum provides what is needed for long-term recovery as a community-led process that is grounded in:

- **Approaches led by community.** Where community comes together to talk together about what comes next, what worked before, and what they want to recreate, and what didn’t work and what they want instead. It takes someone to hold space for those brave, honest conversations and to support people to really dig into their needs and where to from here.
- **It takes a connection between community conversations and the actions that are taken by agencies** so that what happens reflect the community’s wishes.
- **It takes open and transparent flow of information and free flowing, responsive communication.**
- **It takes a recognition of complexity.** There are power dynamics, conflicts and diverging views in communities everywhere, all the time. Post disaster these can be heightened and then layered with the trauma, disorientation, loss, anxiety and anger that can be generated by the event.
- **Recovery planning and conversations need be timely, fair, equitable and inclusive.** It takes everyone’s views and perspectives on the table, hashing out what happens long-term, who benefits and when and what is needed in a place of diverse needs and perspectives.
- **Recovery means building community with an eye to long-term resilience.** Resilience needs to be seen as geographic, structural and also emotional, psychological and social.
- **Recovery takes compassion, courage and consistently held space for tough conversations,** all the time so people feel held, supported and accepted right where they are. It also means supporting those who are vulnerable or marginalized and ensuring their voice is heard is crucial.
- **Recovery takes flexibility as needs change over time,** and adjusting the plan through conversation, dialogue and community input.
- The best community led recovery starts with people at the center. It starts with a recovery process that focuses first and throughout the long marathon of building community based on community voice, view and needs.



We are wise to listen to McCallum's final admonition: Community led recovery takes a process laid out that says "we are in this together, and together we will choose what comes next." NBLC's core tenet is that the only way to get things done is by working together and we look forward to being a part of this community-led effort.

Members in the News

BioMarin Community Partnerships

BioMarin partners with The B Team, Canal Alliance, and Meter Program and more to support the North Bay.

Sonoma State University's Wine Spectator Learning Center Recognized by Sichel Family Foundation

The Wine Business Institute (WBI) in the School of Business and Economics (SBE) at Sonoma State University (SSU) announced support for the newly opened Wine Spectator Learning Center in the form of a \$100,000 contribution from the Sichel Family Foundation in honor of legendary vintner and author, Peter M.F. Sichel and his significant contributions as an innovator and pioneer in the global wine industry.

Chandi Hospitality Group Bollywood Bar and Clay Oven Now Open!

Chandi Hospitality Group is proud to announce that Bollywood Bar and Clay Oven is now open!

Sonoma County Office of Education Expands Teacher Training Program With New Facility

To tackle an ongoing teacher shortage, the Sonoma County Office of Education this fall expanded its teacher credential school, opening up a new facility northwest of Santa Rosa.

Midstate Construction Corporation Recently Completed Rehabilitation of Village East Apartments

Midstate Construction Corporation recently completed rehabilitation of Village East Apartments, a HUD housing community in Stockton, CA for owner The John Stewart Company.

Arrow Benefits Group Rosario Avila Awarded 2018 Top Women in Benefit Advising

In a largely male-dominated profession, EBA's 2018 Top Women in Benefit Advising stand out for both personal and professional reasons.

Keysight Technologies Helping Staff Who Lost Their Homes

Ron Nersesian, CEO of Keysight Technologies, can measure the impact of the Tubbs Fire in what his company had to haul away: 1,400 tons of ash and debris, 126 tons of electronic waste, 1,200 smoky cubicles, and 370,000 square feet of flooring.

College of Marin (COM) Library is honored to host Giuseppe Dezza: Beyond the Image

The College of Marin (COM) Library is honored to host Giuseppe Dezza: Beyond the Image, a photography exhibit by Fairfax artist Giuseppe Dezza on display from October 16 through December 21.

Sonoma Raceway President Steve Page Named Finalist for Comcast Community Champion of the Year Award

Sonoma Raceway President and General Manager Steve Page has been selected as one of three finalists for the 2018 Comcast Community Champion of the Year Award, an annual award created to recognize the philanthropic efforts of individuals within the NASCAR industry.

Dutra Materials Acquires Decker Island

We are pleased to announce that Dutra Materials has acquired Decker Island, its associated reserves and equipment.

Sonoma Raceway Marks 50th Anniversary With Return to Original NASCAR Circuit

Sonoma Raceway will return to the circuit's historic 12-turn, 2.52-mile road-course layout for the 2019 Toyota/Save Mart 350 NASCAR weekend as part of its upcoming 50th anniversary celebration, raceway officials announced today.

Sonoma Raceway Hosts 15th CSRG Charity Challenge Races to Raise \$1 Million for Sonoma County Youth Groups

The Classic Sports Racing Group's 15th annual Charity Challenge Vintage Car Races at Sonoma Raceway promises to showcase some of the finest vintage race cars all in the name of charity.

Kaiser Permanente CEO Bernard J. Tyson Speaks at 2018 Global Climate Action Summit

Kaiser Permanente is the leading health care sponsor of this week's Global Climate Action Summit in San Francisco, and CEO Bernard J. Tyson addressed the conference Thursday, Sept. 13, 2018, during a session called, "Healthy Planet, Healthy People."

Kaiser Permanente Announces \$734,000 in Grants to Local Groups

Kaiser Permanente in the Marin-Sonoma Area has awarded more than \$734,000 to local nonprofit organizations that provide community programs for improved health care access, healthy eating and active living (HEAL), early childhood development, education, and mental health and wellness.

College of Marin's 'Field Lab of Dreams' in Bolinas Moves Ahead

After many months of debate, public outreach and study, College of Marin's board of trustees took the first step this week toward potentially restoring the shuttered Bolinas Marine Lab to a usable and much-coveted science teaching and field research space at 72 Wharf Road along the Bolinas Lagoon in West Marin.

Midstate Construction Completes the Crossroads Apartments

Midstate Construction Corporation recently completed construction of Crossroads Apartments, an affordable housing community in Santa Rosa, CA for owner Burbank Housing, a nonprofit affordable housing development and management organization.

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