

CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY

REGULAR MEETING ***TELECONFERENCE MEETING NOTICE and AGENDA*** LOCATIONS LISTED BELOW

10:30 A.M.
Thursday, February 19, 2026
Zoom Call Information

<https://us02web.zoom.us/j/82144588207?pwd=DKArZhHvh4b3HpK3gmpnYVnbLWybvU.1>

Meeting ID: 830 9095 0409

Passcode: 866446

One tap mobile

+16699006833,,83090950409#,,,,*866446# US (San Jose)

+13462487799,,83090950409#,,,,*866446# US (Houston)

Call to Order and Roll Call

Statement of Disclosure

Action Items

1. Consent Agenda
 - a. Approve Minutes from December 11, 2025
2. Approve Resolution of the California Enterprise Development Authority Approving the Establishment of a Bank Account in Connection with the Administration of the California Enterprise Development Property Assessed Clean Energy Program.
3. Approve the Contribution to Fund a Brand Strategy and Identity Development Service for the Project Development & Finance (PD&F) Division.
4. Approve the Contribution of for up to 20 Scholarships to Support Economic Developers.
5. Approve the Contribution to Support CALED's Annual Conference.

Public Comment

Chair Report

Other Business

Adjournment

Members of CEDA and members of the public may access this meeting at the following locations:

California Association for Local
Economic Development
(Contact Michelle Stephens)
2150 River Plaza Dr., Suite 275
Sacramento, CA 95833

City of Oceanside
(Contact Michelle Geller)
300 N. Coast Highway
Oceanside, CA 92054

City of West Sacramento
(Contact Aaron Laurel or
Sandra Barcenas)
1110 West Capitol Avenue, 3rd Floor
West Sacramento, CA 95691

East Bay Economic Development
Alliance (Contact Stephen Baiter)
1221 Oak St., Ste. 555
Oakland, CA 94612

City of Ontario
(Contact Jennifer Hiramoto)
303 E. B Street
Ontario, CA 91764

Opportunity Stanislaus
(Contact Dave White)
1100 14th Street, Suite A
Modesto, CA 95354

CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY

City of Long Beach
(Contact Eric Romero)
4811 Airport Plaza Dr., Suite 200
Long Beach, CA 90815

Larry Vaupel
200 Civic Center
Vista, CA 92084

This agenda can be obtained at <https://ceda.caed.org>. The California Enterprise Development Authority complies with the Americans with Disabilities Act (ADA) by ensuring that the facilities are accessible to persons with disabilities and by providing this notice and information in alternative formats when requested. If you need further assistance, you may contact us before the meeting at (916) 448-8252, ext. 12.

CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY

**MINUTES
REGULAR MEETING
TELECONFERENCE MEETING
CEDA BOARD OF DIRECTORS**

**10:30 A.M.
Thursday, December 11, 2025
Zoom Call Information**

<https://us02web.zoom.us/j/83090950409?pwd=0m-8petUUMOnlGjf9Cv-ucTFWNKIK.1>

Meeting ID: 830 9095 0409
Passcode: 866446

Call to Order:

Jennifer McLain Hiramoto, Acting Chair of the California Enterprise Development Authority, called the meeting to order at 10:32.

Roll Call:

Members Present:

Stephen Baiter

Jennifer McLain Hiramoto

Eric Romero

CALED Management/Staff Present:

Ian Gill

Public:

Sam Balisy, Kutak Rock

David Mnatsakanyan, Kutak Rock

Statement of Disclosure

None

Action Items

1. Consent Agenda

- a. Approve Minutes from November 6, 2025.

Motion: *Board Member Stephen Baiter made the motion to approve the Consent Agenda. Board Member Eric Romero seconded the motion on the floor.*

The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

2. Approve Resolution Authorizing the Issuance and Sale of California Enterprise Development Authority Revenue Bonds (Simon Wiesenthal Center Project), Series 2025, for the Purpose of Financing, Refinancing and/or Reimbursing the Cost of Facilities for the Benefit of SWC Roxbury, LLC, the Sole Member of Which Is Simon Wiesenthal Center, Inc., and/or a Related or Successor Entity Providing the Terms and Conditions for the Sale and Issuance of Said Bonds and Other Matters Relating Thereto and Authorizing the Execution of Certain Documents Herein Specified

Discussion: Ian Gill gave the staff report. Discussion ensued.

CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY

Motion: *Eric Romero made the motion to approve the Resolution. Stephen Baiter seconded the motion on the floor.*

The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

3. Approve Resolution of the California Enterprise Development Authority Authorizing and Approving a Loan Agreement Pursuant to Which the California Enterprise Development Authority Will Make One or More Loans for the Purpose of Financing, Refinancing and/or Reimbursing the Cost of the Acquisition, Construction, Improvement, Installation, Furnishing, and Equipping of Certain Healthcare Facilities for the Benefit of Golden Valley Health Centers, and/or a Related or Successor Entity, Providing the Terms and Conditions for Such Loan Agreement and Other Matters Relating Thereto Herein Specified

Discussion: Ian Gill gave the staff report. Discussion ensued.

Motion: *Eric Romero made the motion to approve the Resolution. Stephen Baiter seconded the motion on the floor.*

The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

4. Approve Resolution of the California Enterprise Development Authority Authorizing and Approving a Loan Agreement Pursuant to Which the California Enterprise Development Authority Will Make One or More Loans for the Purpose of Financing, Refinancing, and/or Reimbursing the Cost of the Acquisition, Construction, Rehabilitation, Equipping and Furnishing of Facilities for the Benefit of La Jolla Country Day School and/or a Related or Successor Entity; Providing the Terms and Conditions for Such Loan Agreement and Other Matters Relating Thereto Herein Specified

Discussion: Ian Gill gave the staff report. Discussion ensued.

Motion: *Stephen Baiter made the motion to approve the Resolution. Eric Romero seconded the motion on the floor.*

The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

5. Approve Resolution of the California Enterprise Development Authority Authorizing and Approving a Loan Agreement Pursuant to Which the California Enterprise Development Authority Will Make One or More Loans for the Purpose of Financing the Cost of Acquisition, Construction, Development, Improvement, Furnishing, and Equipping of Facilities for the Benefit of Cardiff Orthodox Housing Foundation and/or Related or Successor Entities; Providing the Terms and Conditions for Such Loan Agreement and Other Matters Relating Thereto Herein Specified

Discussion: Ian Gill gave the staff report. Discussion ensued.

Motion: *Stephen Baiter made the motion to approve the Resolution. Eric Romero seconded the motion on the floor.*

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The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

Public Comment

None

Chair Report

None

Other Business

Sam Balisy confirmed that this would be the last CEDA meeting of the year.

Adjournment

Stephen Baiter made the motion to adjourn the meeting. Eric Romero seconded the motion on the floor. Acting Chair Jennifer McLain Hiramoto adjourned the meeting at 10:44 am after the roll call vote.

The motion passed with the following roll call vote:

Stephen Baiter	Yes
Jennifer McLain Hiramoto	Yes
Eric Romero	Yes

RESOLUTION

CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY

RESOLUTION OF THE CALIFORNIA ENTERPRISE DEVELOPMENT AUTHORITY APPROVING THE ESTABLISHMENT OF A BANK ACCOUNT IN CONNECTION WITH THE ADMINISTRATION OF THE CALIFORNIA ENTERPRISE DEVELOPMENT PROPERTY ASSESSED CLEAN ENERGY PROGRAM

WHEREAS, pursuant to the provisions of the Joint Powers Act, comprising Articles 1, 2, 3 and 4 of Chapter 5 of Division 7 of Title 1 (commencing with Section 6500) of the Government Code of the State of California (the “Act”), the cities of Eureka, Lancaster and Selma entered into a joint exercise of powers agreement (the “Agreement”) pursuant to which the California Enterprise Development Authority (the “Authority”) was organized; and

WHEREAS, in 2008, the California State legislature adopted Assembly Bill 811 (codified at Chapter 29 of Part 3 of Division 7 of the California Streets and Highways Code, commencing with Section 5898.12, et seq.) (“AB 811”) and Assembly Bill 474 (codified at Chapter 29 of Part 3 of Division 7 of the California Streets and Highways Code, commencing with Section 5898.31, et seq.) (“AB 474”) which authorize the formation of assessment districts for the financing of the installation of energy efficient and water savings equipment (the “Improvements”) to be affixed to the property of certain property owners who voluntarily participate in the assessment district; and

WHEREAS, pursuant to Resolution 12-31 adopted on September 6, 2012, the Authority created its Water Efficiency and Property Assessed Clean Energy (PACE) and Job Creation Program (as amended to date, the “Program”); and

WHEREAS, the Authority desires to establish a bank account (the “Bank Account”) in connection with the administration of the Program at Five Star Bank.

WHEREAS, the Authority further desires to close the existing bank account of the Authority in connection with the administration of the Program established at KeyBank and deposit any funds therein to the Bank Account;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors (the “Board”) of the California Enterprise Development Authority, as follows:

Section 1. The above recitals, and each of them, are true and correct.

Section 2. The Bank Account proposed to be established at Five Star Bank selected by the Authority is hereby approved.

Section 3. The Board hereby directs the existing bank account of the Authority in connection with the administration of the Program established at KeyBank be closed and any funds therein be deposited to the Bank Account.

Section 4. The Chair and Treasurer of the Authority are hereby designated as authorized signatories on the Bank Account.

Section 5. All actions of the officers, directors, employees and agents of the Authority in conformity with the purpose and intent of this Resolution as contemplated by this Resolution and the documents referred to herein, whether heretofore or hereafter taken, shall be and are hereby ratified, confirmed and approved.

Section 6. The provisions of this Resolution are hereby declared to be separable, and if any action, phrase or provision is for any reason declared to be invalid, such declaration does not affect the validity of the remainder of the sections, phrases and provisions.

This Resolution shall take effect from and after its adoption.

PASSED AND ADOPTED this 19th day of February, 2026.

CALIFORNIA ENTERPRISE
DEVELOPMENT AUTHORITY

By _____
Gurbax Sahota, Chair

ATTEST:

By _____
Michelle Stephens, Assistant Secretary

CERTIFICATE

I, the undersigned, a duly appointed and qualified Assistant Secretary of the California Enterprise Development Authority, do hereby certify that the foregoing resolution was duly adopted by the Board of Directors of said Authority at a duly called meeting of the Board of Directors of said Authority held in accordance with law on February 19th, 2026.

By _____
Michelle Stephens, Assistant Secretary

Staff Report

Action Requested	Approve the contribution to fund a brand strategy and identity development service for the Project Development & Finance (PD&F) division.
Staff Discussion	<p>In January 2023, the California Association for Local Economic Development (CALED) approved the creation of the PD&F division, as a sustainable structure to support this work and solidify CALED’s leadership in this area. PD&Fs mission is to provide advocacy, technical assistance, and education on land use, real estate, and economic development finance issues.</p> <p>CALED, through the PD&F division, has held four Finance & Real Estate Summits with steady attendance and private sector support through sponsorship, advocated for Tax Increment Finance (TIF) districts through legislative bills, and held webinars and information calls for members working on finance and real estate projects. The PD&F has established a reputation in connection with CALED as a trusted resource for economic developers in the space.</p> <p>At this point, CALED wants to grow this initial reputation into a stronger brand that is known amongst a broader audience. Through engagement with EMRL, CALED’s long time design partner, they will provide strategic, creative, and design services to establish a unified master brand. This process will result in the following deliverables:</p> <ul style="list-style-type: none"> • Initial stakeholder report • Brand strategy report • Naming strategy/Suggestions • Comprehensive brand, voice, image, and messaging documentation • Brand assets: presentation deck template, letterhead, envelopes • Sample brand applications (social, web, print) <p>Additionally, CALED expects this work to result in the following growth metrics for this group:</p> <ul style="list-style-type: none"> • 25% increase in Finance & Real Estate Summit attendance • Growth of the Project Development & Finance division to 40 members • Heightened presence in CALED’s online and social media posts <p>As CALED continues to grow the PD&F division into a sustainable structure, CEDA can provide financial support to help ensure a final product that is cohesive, differentiated, and with a clear message while meeting the needs of the growing economic development community.</p>
Eligibility and Policy Review	CEDA staff has reviewed the bylaws and Joint Powers Agreement. The request is part of Article VI; Section 6.4, which permits moneys held by the Authority and deemed surplus may be allocated as directed by the Board for economic development purposes.
Recommendation	Staff recommends approval of the contribution of \$10,000 to fund a brand strategy and identity development service for the Project Development & Finance (PD&F) division.

Create clarity while empowering your team.

Brandcamp creates greater understanding to help build your brand, strengthen your culture, and even influence your business strategy.

Brandcamp is a fast, strategic process designed to help organizations explore, refine, or completely reimagine their brand.

Brandcamp is a simple two-part process.

First, your team answers a few strategic questions through our online platform, providing key insights about your organization. In a very short period of time Brandcamp delivers data that reveals the organization's personality, customer alignment, and cultural traits. This insight forms the foundation for rapid brand exploration.

Following this initial phase, we develop 3–4 high-fidelity brand prototypes. These polished, fully realized mockups showcase entirely new directions for the brand—from visual identity to tone of voice—giving organizations a clear and tangible view of their brand's potential.

Even if your organization chooses not to implement any of these concepts immediately, the process provides valuable insights that can guide business strategy, marketing, and internal alignment. Brandcamp is simple, fast, visual, collaborative, and strategic—delivering clarity and momentum for meaningful brand exploration and growth.



Brand, customers, culture. Create actionable clarity at (almost) the speed of light.

Simple

By focusing only on what's essential, Brandcamp minimizes distractions and prioritizes efficiency. Your team can share their input quickly and move on, knowing their contributions will make a meaningful impact.

Fast

In just days, you'll see data represented visually that will form the foundation for exploring new brand directions. The process is designed to quickly gather, organize, and present the insights needed to begin creative work without delays. This fast turnaround ensures that the organization can immediately start developing ideas with a clear understanding of its core traits and customer alignment.

Visual

You'll see your brand personality data brought to life through clear, engaging visualized data. We use this data to build new brand concepts, ideas for how your brand can evolve. These polished concepts go beyond rough sketches, allowing your team to clearly see the potential paths forward.

Collaborative

Your team's contributions drive the process. Everyone has the chance to share their thoughts, which helps create outcomes that feel authentic and aligned with shared goals. Along the way, the group works together and builds stronger connections, improving communication and trust within your organization.

Strategic

The insights gained from the process serve a larger purpose. Teams walk away with a clearer understanding of their brand, their voice, and their goals. Even if no immediate changes are made, the information can guide future decisions about marketing, messaging, and overall strategy. It's a way to create clarity and focus for the organization moving forward.

Frequently Asked Questions

What exactly is Brandcamp?

Brandcamp is a two-part, fast-paced process designed to help your organization explore its brand, customers, and culture. In the first 7-10 days, we deliver actionable data and insights about your brand personality and customer alignment. From there, we can create high-fidelity, rapid prototypes that explore entirely new brand directions, helping you visualize what's possible.

How much time does my team need to invest?

The time commitment is minimal. Each participant spends about 10-15 minutes answering a short set of focused questions. Our team handles the rest, delivering insights and prototypes without disrupting your daily work.

Is the process online or in person?

Since we work with organizations all over the country, Brandcamp normally takes place online. We can arrange for it to happen when it fits the situation.

What do we get at the end of the 10 days?

You'll receive a detailed presentation of personality data, including your organization's core personality traits and insights into your customers' traits and their alignment with your organization. This data serves as a foundation for exploring new brand directions and possibilities.

What happens after the initial 10 days?

Once we've shared the personality data, we move into rapid prototyping. Over the next few weeks, we create 3-4 high-fidelity brand concepts, exploring entirely new directions for your brand. These are not rough sketches—they're polished, fully realized mockups that help you see the potential of your brand's future.

Does Brandcamp create a finished brand for us?

Brandcamp doesn't deliver a final brand identity, but it gives you everything you need to make informed decisions about your brand's direction. The rapid prototypes and data serve as a starting point for your branding journey, and we can support you in refining and implementing those concepts if desired.

How does this process benefit our organization?

Brandcamp provides clarity, alignment, and inspiration. It helps your organization understand its brand and customers better, fostering internal alignment and sparking creative discussions about what's next. Even if you don't implement immediate changes, the insights and prototypes will inform your business strategy, marketing efforts, and long-term goals.

Can this process work for an existing brand?

Yes! Brandcamp is ideal for evolving an existing brand. It gives you a fresh perspective while exploring new possibilities, helping you refine your messaging, visuals, and overall direction.

How is this process different from other branding workshops?

Unlike traditional workshops, Brandcamp is fast, visual, results in real data, and moves beyond just brainstorming into the creation of real, tangible possibilities.

What are high-fidelity prototypes?

These are polished, professional-grade mockups of potential brand directions. They might include logos, visual elements, tone of voice, and messaging concepts. They're designed to feel real, so you can fully understand how each direction could look and feel for your organization.

Who should participate in the process?

Key decision-makers, team leads, and anyone with valuable insights into your organization's culture and customers should participate. Including a diverse group helps ensure the findings are well-rounded and actionable.

How do we get started?

Reach out to schedule an initial meeting. We'll discuss your goals, walk through the process in detail, and provide information about timelines, scope, and costs that align with your organization's needs.

br&ndcamp
by EMRL

CONTACT

Stephen Chuchel
schuchel@emrl.com
(916) 213-3500

Scope of work for

CALED

Presented by EMRL

Stephen Chuchel, CEO
schuchel@emrl.com
(916) 213-3500

Brand Strategy & Identity Development Overview

This Scope of Work outlines EMRL's brand strategy and identity development services in support of CALED's Project Development & Finance (PD&F) division. EMRL will provide strategic, creative, and design services to establish a unified master brand.

Objectives

- Establish a cohesive and differentiated brand foundation
- Define clear messaging for the brand
- Develop a flexible visual identity system
- Produce core brand assets and templates for internal and external use
- Support rollout of the brand across priority channels and materials

The process

1. Discovery

- Brandcamp: stakeholders leverage our internal platform to quickly identify trends in culture and goals (See brandcamp.emrl.com for details about the process). EMRL will help determine who will participate in Brandcamp based on internal discussions with the CALED team.
- Audience segmentation analysis
- Industry/competitor research

2. Brand Strategy

- Brand positioning and personality mapping
- Tone of voice and messaging channel architecture
- Brand archetype and emotional drivers

3. Design

- Visual exploration and moodboarding
- Logo development and refinements
- Typography, color, and image treatment system

4. Delivery

- Final brand documentation

- Brand asset handoff
- Rollout plan for launch and adoption

Each phase includes structured check-ins, workshop sessions, and revision rounds, proactively managed by your account manager.

Project details

We recommend the following baseline deliverables:

- Initial stakeholder report: visualized data collected from our Brandcamp platform
- Brand strategy report
- Naming strategy
- Comprehensive brand, voice, image, and messaging documentation
- Brand assets: presentation deck template, letterhead, envelopes
- Sample brand applications (social, web, print)

Timeline

During the initial kickoff, EMRL and CALED will collaborate to define a detailed project timeline over the course of two months, including sequencing of phases, key milestones, and review points. This timeline will remain flexible so we can adjust priorities and pacing as the brand and product roadmap evolve.

Client Responsibilities

- Designate a primary point of contact
- Provide background materials and insights as needed
- Deliver feedback on deliverables within 2–3 business days

We will manage the rest – including proactive project management, scheduling, and documentation.

Your investment

The scope of this project includes brand research, analysis, design, and development. Our proposed fee is \$10,000, billed in monthly installments.

Contact

Stephen Chuchel, CEO, EMRL
schuchel@emrl.com
(916) 213-3500

References

SoHum Health

HEALTHCARE

Contact

Kent Scown, COO
kscown@shchd.org
(707) 923-3921 x237

Products/services used

Rebrand strategy, brand identity, website, outreach materials, marketing collateral, campaign development

Dates of service

2016—present

Motive Studio

ARCHITECTURE

Contact

Trent Sommers, Principal Architect
trent@themotive.studio
(530) 781-3112

Products/services used

Renaming/rebrand strategy, brand identity, website, campaign development

Dates of service

2024—present

King

SCHOOL FUNDING CONSULTANT

Contact

Jamie King-Iseman, President
jamie@kinginc.com
(916) 706-3538

Products/services used

Brand, website, campaign strategy, custom application development, online and print advertising

Dates of service

2019—present

California Apartment Association

MEMBERSHIP ORGANIZATION

Contact

Forrest Walsh, IT Manager
fwalsh@caanet.org
(916) 449-6421

Products/services used

Branding, marketing strategy, website, custom application development, advertising

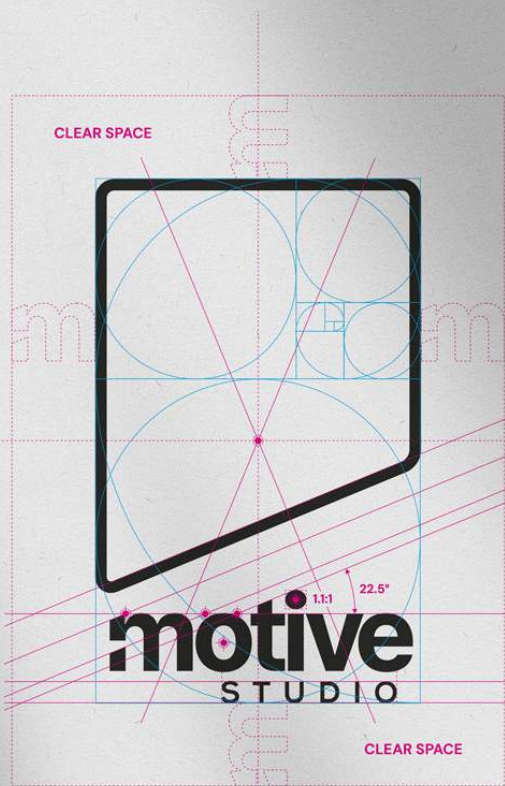
Dates of service

2014—present

Examples of work

Motive Studio

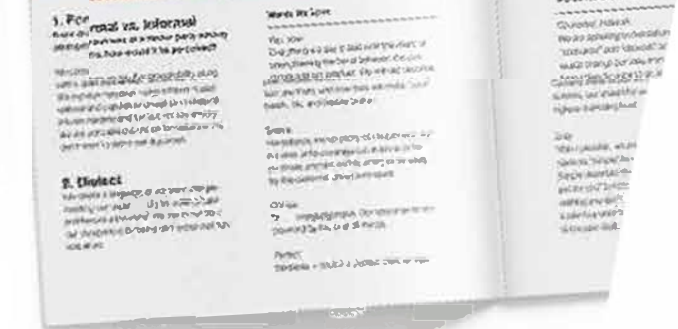
Motive was evolving their business model, so they engaged with us to help with a name change and developing a new brand. After launch, they used their new brand story to sign their largest single contract to date at over 54 million.



Examples of work

Superior Vision

Superior Vision's goal was rapid expansion with an eye towards acquisition. During our engagement they grew to be the 3rd largest vision insurance provider in the country, and were subsequently acquired by MetLife for \$1.675 billion.



Copywriting Examples

The perfect vision plan for you

It's time to take control of your vision. Superior Vision Plans offers a variety of vision insurance options to meet your needs. Choose the plan that works best for you and your budget.

1. Superior Vision

2. Superior Vision Plus

3. Superior Vision Elite



Describing the Product

The Superior Vision Plan

Superior Vision Plans offers a variety of vision insurance options to meet your needs. Choose the plan that works best for you and your budget.

1. Superior Vision

2. Superior Vision Plus

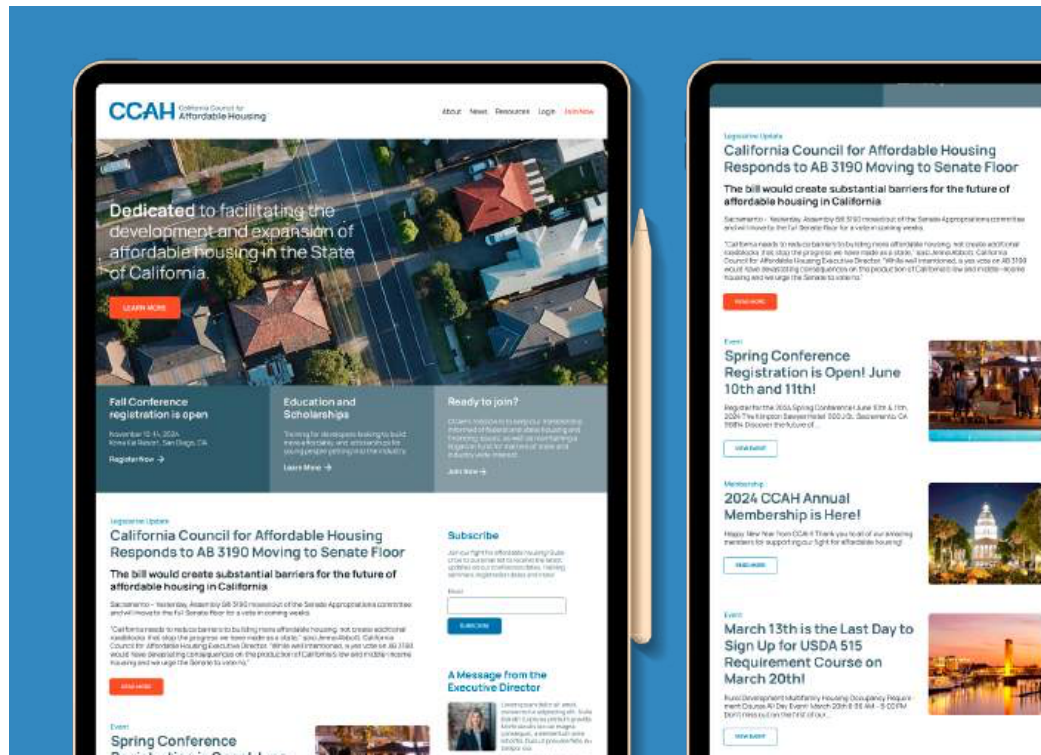
3. Superior Vision Elite



Examples of work

California Council for Affordable Housing

With a new CEO taking leadership in 2024, the organization was looking to grow its membership and infuse the organization with a new energy. Since launching their new brand, revenue has increased through membership growth and their successful industry events.





CCAHA has an extensive set of brand assets to help communicate its mission to multiple audiences

Staff Report

Action Requested	Approve the contribution for up to 20 scholarships to support economic developers.
Staff Discussion	<p>CEDA was created with the intent to give back to economic development. As such, the CEDA Board of Directors has the authority to contribute funds deemed as surplus to organizations for economic development purposes.</p> <p>Providing scholarships for the CALED Annual Conference is an opportunity for CEDA to support economic developers and their professional development. Each scholarship will have a value of \$1,000, with \$500 for registration and up to \$500 for travel expenses (reimbursable with receipts). By providing up to 20 scholarships, CEDA will support the following types of economic developers:</p> <ul style="list-style-type: none">• 10 scholarships set-aside for professionals “in transition”• 10 scholarships set-aside for professionals showing economic need <p><i>This contribution was not included in the approved budget and requires a separate approval from the CEDA board.</i></p>
Eligibility and Policy Review	CEDA staff has reviewed the bylaws and Joint Powers Agreement. The request is part of Article VI; Section 6.4, which permits moneys held by the Authority and deemed surplus may be allocated as directed by the Board for economic development purposes.
Recommendation	Staff recommends approval of the contribution of up to \$20,000 for up to 20 scholarships to support economic developers.

Staff Report

Action Requested	Approve the contribution to support CALED’s Annual Conference.
Staff Discussion	<p>CEDA was created with the intent to give back to economic development. As such, the CEDA Board of Directors has the authority to contribute funds deemed as surplus to organizations for economic development purposes.</p> <p>The CALED Annual Conference is a regular opportunity for CEDA to both support economic development and promote the work it does in tax-exempt financing. With 2026 marking the 20th anniversary of CEDA, we want to use the annual conference as an opportunity to highlight the impact CEDA has had on CALED, the Academy, economic developers, and economic development financing in CA. By sponsoring the Conference for \$30,000 as the Prosperity Partner, CEDA will receive the following deliverables:</p> <ul style="list-style-type: none"> • Ability to address attendees at General session • CEDA signage on stage during General session • CEDA giveaway at Conference • Branded hotel room keys & key covers with CEDAs logo and QR code • 10 registrations (\$8,950 value) • 10 Culinary Crawl tickets (\$750 value) • CEDA hosted breakout session • Logo banner on app home, agenda, & profile pages • 1-on-1 contact with community decision makers • inclusion in the Tournament of Champions Sponsor event • inclusion on all conference materials • logo on nametag • conference mailing list (2 weeks & 1 week in advance) • company name/logo in CALED Journal on Investor Page <p>We believe contributing to the CALED Annual Conference will promote CEDA and the work it does as well as support an important economic development training activity.</p> <p><i>This contribution was not included in the approved budget and requires a separate approval from the CEDA board.</i></p>
Eligibility and Policy Review	CEDA staff has reviewed the bylaws and Joint Powers Agreement. The request is part of Article VI; Section 6.4, which permits moneys held by the Authority and deemed surplus may be allocated as directed by the Board for economic development purposes.
Recommendation	Staff recommends approval of the contribution to support CALED’s Annual Conference.