

Minutes

Economic Development Advisory Committee
County of El Dorado
Placerville Library Conference Room
345 Fair Lane
Placerville, CA 95667
December 20, 2012

Committee Members in Attendance:

Maryann Argyres, Chair
T. Abraham
Jim Brunello
Jeanne Harper
Gordon Helm
Roberta Long
Mark Nava
Michael Ranalli

Patti Chelseth
Valerie Chelseth
Steve Ferry
Michelle Flood
Chris Flores
Wanda Flores
C. J. Freeland
Linda Hopkins
Deb Jensen
Terri Knowlton

Members Absent:

Charlie Downs
Danny Shilin
Dale Van Dam

Rick Lind
Lee Anne Mila
Kathleen Newell
Lori Parlin
Kris Payne
Howard Penn
Lindell Price

Staff:

Kim Kerr
Kathy Matranga-Cooper

Shawna Purvines
Kathye Russell
Noelani Sallings
Bob Smart
Wendell Smith
Pam Stoddard
Sue Taylor

Guests:

Mike Applegarth
Bill Bacchi
Jamie Beutler
Placerville Councilmember Patty Borelli
Laurel Brent-Bumb
Noah Briel
Mary Cahill
Ken Calhoon
Mary Lynn Carlton
Charlene Carveth

Myrna Tow
Frank Verdin
Mike Webb
Ken Wilkinson
Valerie Zenter
And others

I. Roll Call

The meeting was called to order by Chair Maryann Argyres at approximately 1:05 p.m. and introductions of the Economic Development Advisory Committee (EDAC) members were made.

II. Consent Minutes

Minutes from the November meeting were reviewed. Motion was made by Jeanne Harper to approve the minutes, second by Michael Ranalli, consent unanimous.

III. New Business/Discussion Items

A. El Dorado County Visitor's Authority

Laurel Brent-Bumb, El Dorado County Chamber of Commerce Chief Executive Officer, explained that the Chamber has an agreement with the County for the Visitor's Authority and one of their commitments is to make an annual presentation to EDAC. For this presentation, she then introduced Jody Franklin, Director of Tourism.

Jody went over the Mission Statement and the Vision and emphasized the importance of working with partners. They work in harmony with the community partners to promote El Dorado County. She also provided some interesting facts, such as the number of visitor guides that were distributed in 2012 (100,000), the number of hits on their website (over 68,000), and their top website visitors are from the Ukraine and Germany.

The FAM (familiarization) tours have been very successful with the addition of an outdoor recreation FAM in 2012. New target markets for 2013 are:

- Weddings
- Fishing
- Movie Lovers Guide to El Dorado County

They will also be building a lodging package onto already successful events, using more social media, and becoming more pet friendly. The return on investment is about \$33.26 for every \$1 spent on tourism.

B. Next Steps

Jim Brunello reported that since the last EDAC meeting the Board of Supervisors approved the creation of the new County department (Community Development Agency), which will consolidate administrative, fiscal and program functions to create a more cohesive department.

Noah Briel discussed the community meetings geared toward creating community identification. Pollock Pines is crafting a prototype for other communities to use with Supervisor Santiago's help. The next community meeting in Pollock Pines is scheduled for January 22nd, 6:00 p.m., at the Camino/Pollock Pines Community Center and everyone is invited to attend.

Michael Ranalli presented information on the technology efforts. The Surveyor's Office and the County information technology group have developed a web-based zoning map application which is currently being tested and goes a step further than the current parcel information tool. Web-based zoning will provide the public with an innovative visual map for navigating and determining specific or surrounding zoning designations for 2013.

The virtual web portal seeks to comprehensively connect the community and can be organized around our neighborhoods with a Live, Work & Play element. These categories enable a broad range of resources to be linked together in a visually compelling manner that is consistent with our overall culture, vision and goals.

Jim Brunello talked about grants/incentives and it appears El Dorado County may be missing out on many grant opportunities.

In prior years, the County has released Requests for Proposals (RFPs) for Promotional funding. Currently these funds are being used to provide:

- Arts, entertainment, and culture
- Destination recreation and tourism
- Film production and promotion
- Business development

A comprehensive list of promotional programs will be developed as part of a series of EDAC-sponsored workshops on Fridays at 10:00 a.m. in the Planning Commission hearing room. Meeting notifications will be included in the weekly EDAC Regulatory Reform email to the provider's network and posted on the EDAC web site.

Jim Brunello introduced Steve Samuelian, owner of California Consulting, which is one of the fastest growing advocacy and grant writing companies in California. Via telephone, Steve gave an overview of their services and history. They bring grant money to their clients and provide research, grant writing, grant monitoring, reporting, and evaluation.

Their fees involve two methods:

- Flat monthly fee – which most clients use
- Project-by-project or fee for service – usually for one grant

The exact amount depends on the scope of services and how much is required of California Consulting.

Next steps required if a decision is to be made to recommend to the Board of Supervisors that a professional organization be utilized to assist with grants:

- Request input on potential projects for consideration – wish lists
- Decide how to accept this information
- Take an inventory of the needs of the community
- Prioritize the needs of the community
- Work with County staff to make a recommendation to the Board of Supervisors for authorization to work with a private consultant

The County needs a plan from EDAC on what EDAC wants to do. The most important thing the County would like to see is collaboration.

After the holidays some working group meetings will be organized with the goal of cohesiveness.

IV. Status Reports

None.

V. Member Updates

None.

VI. Open Forum

None.

VII. Adjourn

The meeting was adjourned at 4:00 p.m. The next meeting is scheduled for:

Thursday, January 24, 2013
1:00 to 4:00 p.m.
Building A - OES Conference Room
300 Fair Lane
Placerville, CA 95667