

Consent Calendar BOS 10/24/2017

Collaborations for Success

Prepared by Kris Payne, Lead

Ad Hoc Committee

Agenda

October 12, 2017

Meeting with Brian Veerkamp, BOS District 3 – EDC & Kathy Withrow, Supvr Asst 11:30AM

1. Meet & Greet / Introduction
2. Overview of Purpose of "Collaborations for Success" Committee
3. Meeting Structure
4. Sharing of Information
5. Future Collaborations Meeting
6. Other Items

**Community Economic Development Advisory Committee (CEDAC)
2017 Ad-hoc Sub-Committee Action Plan**
Approved 6/8/17

	PROJECT/DELIVERABLES	DISCUSSION	Members	Status
4.	<u>Non-residential Land Inventory</u> Analyze General Plan 5-year review as it is related to ED and non-residential land inventory as part of the Long Range Planning effort (including vacant inventory).	Identify key commercial lands (and vacant inventory) with intention to market to prospective employers.	Lead: Linnea Marengo Larry Brilliant Kris Payne	Completed: April 13, 2017
5.	<u>Collaborations for Success</u> Preserve and expand <u>collaboration</u> with Chambers of Commerce and other organizations to share news and recognize business needs. <ul style="list-style-type: none"> • Expand "Buy Local" Campaigns • Develop marketing materials • Identify community-wide communication tools (calendar, organizations, etc.) • Promote destination shopping Promote El Dorado County	A collaborative relationship with all the Chambers and other organizations can help share news and recognize business needs. Working together is always preferable.	Lead: Kris Payne Roberta Long	
6.	<u>Community Planning</u> • • •		Lead: Larry Brilliant Roberta Long Kris Payne	
7.	<u>Explore Low-Cost Energy Alternatives</u> • • •		Lead: Larry Brilliant Kris Payne Scot Bernstein	
8.	<u>Strengthen the County's Economic & Fiscal Base</u> • • •		Lead: Larry Brilliant Charlie Downs Scot Bernstein	

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1.	<p><u>Targeted Economic Development</u></p> <p>Identify and promote Targeted Economic Development Opportunities</p> <ul style="list-style-type: none"> • Develop 2017 Objective and Strategy • Develop a Regional description of EDC to help attract prospective businesses to relocate or expand to El Dorado County 	<p>Identify and promote the County's positive business opportunities and strengths. Identify what distinguishes EDC from others; work with County CAO's office, including Communications and Outreach Manager, to promote targeted economic development opportunities.</p>	<p>Lead: Linnea Marengo Roberta Long Maryann Argyres</p>	
2.	<p><u>Placemaking</u></p> <p>Keep and/or attract young educated people ("Millennials") to our county and retain our home grown ones as they complete their studies or trade apprenticeships.</p> <ul style="list-style-type: none"> • Advocate 4-5 yr. college • Talk to HS students/classes • Entrepreneurial start ups • Review results for ED attraction, as appropriate • Attract and encourage the development of moderate housing for Millennial homebuyers 	<p>Millennials – those between 20 and 37 years old – are the single biggest demographic in American history, bigger than the Baby Boomers. They are the force that will create the jobs of the future and have been described as part of a "Creative Class" that basically will live, work and play anywhere they wish.</p>	<p>Lead: David Orr Charlie Downs Scot Bernstein</p>	
3.	<p><u>High Speed Internet Access</u></p> <p>Support efforts to attract reliable High Speed Internet Access</p> <ul style="list-style-type: none"> • • • 	<p>The lack of reliable high speed Internet access has stunted capital investment in our existing communities and their business parks particularly as you move further east, and particularly home-based businesses. High speed access will continue to have a dramatic effect on our ability to attract new business while retaining existing businesses to the county.</p> <p>Recommendation: start-up funds be made available for businesses wireless devices.</p>	<p>Lead: David Orr Larry Brilliant</p>	