



County of El Dorado

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Minutes - Draft Strategic Economic Enhancement Development Committee

Members:

*Carl Ribaud, Chair - President/Chief Strategist, SMG
Consulting*

*David Spaur, Vice Chair - Retired City Manager, Consultant, S2
Consulting, LLC*

*Les Heinsen - Owner/President Credence Corp. dba Element 79
Vineyards*

Perry McLain - Businessman, PMC Aquatics, LLC

*Bryce Miller - Executive Director, Business Development,
Marshall Hospital*

*Christine Noonan - General Manager/Owner Delfino Farms
Vacant (1)*

Thursday, April 17, 2025

3:00 PM

<https://us06web.zoom.us/j/86545887416>

2850 Fairlane Court, Building C TAC Conference Room, Placerville, CA 95667

PUBLIC PARTICIPATION INSTRUCTIONS: The Committee meeting room will be open to the public. The meeting will be live-streamed via Zoom. By participating in this meeting, you acknowledge that you are being recorded.

Members of the public may address the Committee in-person or via Zoom to make a public comment. The public should call into 530-621-7603 or 530-621-7610. The Meeting ID is 865 4588 7416. Please note you will not be able to join the live-stream until the posted meeting start time.

To observe the live stream of the Committee meeting go to:
<https://us06web.zoom.us/j/86545887416>

If you are joining the meeting via zoom and wish to make a comment on an item, press the "raise a hand" button. If you are joining the meeting by phone, press *9 to indicate a desire to make a comment. Speakers will be limited to 3 minutes.

Although the County strives to offer remote participation, be advised that remote Zoom participation is provided for convenience only. In the event of a technological malfunction, the only assurance of live comments being received by the Committee is to attend in person. Except for a noticed teleconference meeting, the Committee reserves the right to conduct the meeting without remote access if there is a malfunction.

If you choose not to observe the Committee meeting but wish to make a comment on a specific agenda item, please submit your comment in writing. You are encouraged to submit your comment in writing by 4:00 PM on the Wednesday before the meeting to ensure the Committee has adequate time to review. Please submit your comment to the Clerk of the Board at edc.cob@edcgov.us. Your comment will be placed into the record and forwarded to Committee members.

PROTOCOLS FOR PUBLIC COMMENT: Speakers will be limited to 3 minutes or as otherwise provided by the Committee Chair. By participating in this meeting, you acknowledge that you are being recorded. While speaking, please reduce any background noise to ensure that your comments can be heard. When you hear the item called that you wish to comment on, please follow the following instructions accordingly.

ONLINE LIVE STREAM: When you hear the item called that you wish to comment on, press the "raise a hand" button.

PHONE IN: When you hear the item called that you wish to comment on, press *9 to indicate a desire to make a comment. The clerk will call you by the last three digits of your phone number when it is your turn to comment. A video recording of this meeting will be published to the website.

The SEED Committee is concerned that written information submitted to the Committee the day of the Committee meeting may not receive the attention it deserves. The Economic Development staff cannot guarantee that any email, or mail received the day of the meeting will be delivered to the Committee prior to action on the subject matter. Written information or public comments may be submitted to: Economic.Development@edcgov.us.

ROLL CALL

Chair Ribaldo called the meeting to order at 3:00 P.M. Member McLain was absent.

ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

No Public Comment

A motion was made by Member Spaur, seconded by Member Miller, to Adopt the Agenda and Approve the Consent Calendar with no changes.

Yes: 5 - Heinsen, Miller, Noonan, Chair Ribaldo and Vice Chair Spaur

Absent: 1 - McLain

CONSENT CALENDAR

1. [25-0703](#) Economic Development Division recommending the Committee approve the SEED Meeting Minutes from March 20, 2025.

This item was approved on the Consent Calendar.

END OF CONSENT CALENDAR

UPDATED ROLL CALL

Member McLain arrived at 3:05 p.m.

Present: 6 - Heinsen, McLain, Miller, Noonan, Chair Ribaldo and Vice Chair Spaur

OPEN FORUM

No Public Comment

Open Forum is an opportunity for members of the public to address the Committee on subject matter that is not on their meeting agenda and within their jurisdiction. Public comments during Open Forum are limited to three minutes per person. The Committee Chair may limit public comment during Open Forum.

AGENDA ITEMS

2. [25-0747](#) Receive a staff update on El Dorado County budget discussions from the April 8, 2025, Board of Supervisors Meeting Agenda Item 25:
Chief Administrative Office recommending the Board:
- 1) Receive and file a presentation and supporting documentation on the Fiscal Year (FY) 2025-26 Budget development as directed by the Board on March 11, 2024, with Legistar file 25-0449;
 - 2) Direct staff to incorporate the following into the FY 2025-26 Recommended Budget:
 - a) Reallocate General Fund discretionary funding for the Chili Bar site, Forebay Park, and the Transportation Tahoma Building to County operations and reallocate the funding for the Juvenile Treatment Center Update to a Spring Street Replacement Designation;
 - b) Combine the Senior Day Care sites by closing the El Dorado Hills location and retaining the Placerville location and direct staff to return to the Board with a Senior Day Fee increase for full cost recovery within three years, including a Consumer Price Index annual increase;
 - c) Explore options to sell or lease the County-owned El Dorado Hills Senior Day site and return to the Board with recommendations for the FY 2025-26 Adopted Budget;
 - d) Explore potential for cost savings and revenue-generating opportunities in the Senior Nutrition, Senior Legal, and Animal Services Programs, including amendments to Ordinance Code Title 6 - Animals for inclusion in the FY 2026-27 Budget;
 - e) Direct staff to explore alternative service models for juvenile detention with regional partners for incorporation into future budgets;
 - f) Implement the Clerk of the Board's two-year plan for the Records Center, resulting in an approximately 85% General Fund cost reduction after two years;
 - g) Implement program modifications to the Office of Wildfire Preparedness and Resilience, resulting in an approximately 47% General Fund cost reduction;
 - h) Continue to fund the Missouri Flat Master Circulation and Financing Plan until Phase One obligations are complete;
 - i) Discontinue Fire Tourism Impact funding in FY 2025-26;
 - j) Renegotiate the FY 2026-27 Resource Conservation District (RCD) Agreements to be comparable to Tahoe RCD;
 - k) Defer the El Dorado Hills Fire for Latrobe Educational Revenue Augmentation Fund equivalent contribution to the Adopted Budget, in alignment with Resolution 151-2024;
 - l) Discontinue funding for the Placerville Aquatic Center in FY 2025-26; and
 - m) Incorporate Board direction for the South Tahoe Transit Joint Powers Authority (JPA), Sacramento-Placerville Transportation Corridor JPA, and Board of Supervisors' travel into the FY 2025-26 Budget;

- 3) Direct staff to develop a Retirement Incentive Plan, as soon as feasible;
- 4) Direct staff to begin working with departments on 5% and 10% budget reduction scenarios for the development of the FY 2026-27 Budget; and
- 5) Direct staff to work with the Budget Ad Hoc to explore revenue-generating options.

Public Comment: M. Ranalli, G. Posey, E. Aiston

Economic Development Manager, Christopher Perry, provided a quick summary of the item. The Committee expressed the importance of keeping tourism funded.

3. [25-0748](#)

Discuss and provide direction on the development of the Economic Development Strategic Plan update.

Public Comment: M. Ranalli, E. Aiston

Consultant John Krueger provided information on a strategy: reconfiguring traditional elements and addressing revenue generation. The Committee discussed implementing a Tourism Business Improvement District (TBID) to help fund tourism.

4. [25-0702](#)

Approve creation of a letter to the Board Budget Ad Hoc Committee.

A motion was made by Member Spaur, seconded by Member Heinsen, to approve the creation of a letter to the Board Budget Ad Hoc Committee.

Yes: 6 - Heinsen, McLain, Miller, Noonan, Chair Ribaud and Vice Chair Spaur

ECONOMIC DEVELOPMENT UPDATES

None

SEED MEMBER UPDATES

Chair Ribaud reported on the following:
He will be serving on the panel at the Agriculture Roundtable.

ADJOURNMENT

The meeting was adjourned at 5:07 p.m.