

#27 BOS Rcvd 5/11/26  
276-0789

 Outlook

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**FW: Entertainment Zones**

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**From** Cindy Munt <Cindy.Munt@edcgov.us>  
**Date** Mon 5/11/2026 3:30 PM  
**To** BOS-Clerk of the Board <edc.cob@edcgov.us>

 2 attachments (145 KB)

El Dorado County Entertainment Zone Presentation 5-4-26.pptx; PPT El Dorado County Entertainment Zone Presentation 5-4-26.pdf;

Public comment for item #27 tomorrow

***Cindy Munt***

**Assistant to Supervisor Greg Ferrero, District 1  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-5650**

[Supervisor Ferrero Facebook](#)

[Supervisor Ferrero Nextdoor](#)

[Supervisor Ferrero website](#)



**From:** Nina Watkins <Nina@tcmgroupinc.com>  
**Sent:** Monday, May 11, 2026 3:17 PM  
**To:** Cindy Munt <Cindy.Munt@edcgov.us>; 'kevin thenaglecompanies.com' <kevin@thenaglecompanies.com>;  
Debbie Manning <Debbie@eldoradohillschamber.org>; Karen L. Garner <Karen.L.Garner@edcgov.us>  
**Cc:** Greg P. Ferrero <Greg.Ferrero@edcgov.us>; Christopher A. Smith <Christopher.Smith@edcgov.us>  
**Subject:** Re: Entertainment Zones

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Hi all -

Please see attached presentation which I would like to submit for the comment portion of the meeting tomorrow. I will plan to join the link at 9 am.

Thank you for getting the Entertainment Zone matter on the agenda for discussion - we are looking forward to getting the Entertainment Zone ordinance discussion officially initiated by the Board of Supervisors.

Let me know if you have any questions for us along the way in regards to our application.

Kindly,



## Nina Watkins

*Vice President of Marketing*

### Town Center Management Group, Inc.

4370 Town Center Blvd Suite 300 | El Dorado Hills, CA 95762

Office: 916.933.6699 Ext. 203 | Cell: 916.670.0149

[nina@tcmgroupinc.com](mailto:nina@tcmgroupinc.com) | [Book a call](#)

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Learn more about EDH Arts and Entertainment Foundation at [www.edhfoundation.org](http://www.edhfoundation.org).

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**From:** Nina Watkins <[Nina@tcmgroupinc.com](mailto:Nina@tcmgroupinc.com)>

**Date:** Thursday, May 7, 2026 at 8:11 PM

**To:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>, 'kevin thenaglecompanies.com' <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>, Debbie Manning <[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)>, Karen L. Garner <[karen.l.garner@edcgov.us](mailto:karen.l.garner@edcgov.us)>

**Cc:** Greg P. Ferrero <[Greg.Ferrero@edcgov.us](mailto:Greg.Ferrero@edcgov.us)>

**Subject:** Re: Entertainment Zones

Thank you, Cindy.

Hi Karen - would you have time for a call with Kevin and I on Friday before 3 pm to review? We would appreciate it.

Thank you!

## Nina Watkins

*Vice President of Marketing*

### Town Center Management Group, Inc.

4370 Town Center Blvd Suite 300 | El Dorado Hills, CA 95762

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**From:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>

**Sent:** Thursday, May 7, 2026 12:50:27 PM

**To:** Nina Watkins <[Nina@tcmgroupinc.com](mailto:Nina@tcmgroupinc.com)>; 'kevin thenaglecompanies.com' <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>;  
Debbie Manning <[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)>  
**Cc:** Greg P. Ferrero <[Greg.Ferrero@edcgov.us](mailto:Greg.Ferrero@edcgov.us)>  
**Subject:** RE: Entertainment Zones

Hi Nina,

You would have to coordinate that with Karen Garner as she is bringing the item forward. She does not plan to do a power point presentation.

***Cindy Munt***

**Assistant to Supervisor Greg Ferrero, District 1**

**Board of Supervisors, County of El Dorado**

**Phone: (530) 621-5650**

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[Supervisor Ferrero Nextdoor](#)

[Supervisor Ferrero website](#)



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**From:** Nina Watkins <[Nina@tcmgroupinc.com](mailto:Nina@tcmgroupinc.com)>

**Sent:** Thursday, May 7, 2026 12:46 PM

**To:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>; 'kevin thenaglecompanies.com' <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>;

Debbie Manning <[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)>

**Cc:** Greg P. Ferrero <[Greg.Ferrero@edcgov.us](mailto:Greg.Ferrero@edcgov.us)>

**Subject:** Re: Entertainment Zones

Hi all -

I was asked by Chris to prepare a PowerPoint and have done so. It is about 5-10 minutes in length. Would you like to review it?

Thank you,

**Nina Watkins**

*Vice President of Marketing*

**Town Center Management Group, Inc.**

4370 Town Center Blvd Suite 300 | El Dorado Hills, CA 95762

916.933.6699 Ext. 203

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**From:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>

**Sent:** Thursday, May 7, 2026 12:44:28 PM

**To:** 'kevin thenaglecompanies.com' <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>; Debbie Manning <[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)>

**Cc:** Nina Watkins <[Nina@tcmgroupinc.com](mailto:Nina@tcmgroupinc.com)>; Greg P. Ferrero <[Greg.Ferrero@edcgov.us](mailto:Greg.Ferrero@edcgov.us)>

**Subject:** RE: Entertainment Zones

I checked with Karen Garner's office, and she does not have a power point type of presentation she will be giving on the entertainment zones but rather will just lead a discussion on the conceptual approval of entertainment zones. Should the BOS approve the item, staff will move forward with putting together the Entertainment Zone ordinance.

Public comment on this item will be at 9am, and I would suggest calling in your support at that time (the meeting will be in Tahoe next week). To attend by zoom or phone:

Zoom: Join the meeting at <https://us06web.zoom.us/j/82622820293>

- Meeting ID: 826 2282 0293

- To make a public comment via Zoom, use the "Raise Hand" feature.

By Phone: Call 530-621-7603 or 530-621-7610

- Press \*9 to indicate your desire to comment.

You may also submit written comments to [edc.cob@edcgov.us](mailto:edc.cob@edcgov.us).

Please let us know if you need any further information!

### ***Cindy Munt***

**Assistant to Supervisor Greg Ferrero, District 1**

**Board of Supervisors, County of El Dorado**

**Phone: (530) 621-5650**

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[Supervisor Ferrero website](#)



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**From:** kevin thenaglecompanies.com <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>

**Sent:** Thursday, May 7, 2026 10:34 AM

**To:** Debbie Manning <[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)>

**Cc:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>; Nina Watkins <[Nina@tcmgroupinc.com](mailto:Nina@tcmgroupinc.com)>

**Subject:** Re: Entertainment Zones

Thank you Cindy. I am not clear about what this means. What information to they need from my team?

Is there time for my team to meet or is this wo any comment?

Please advise.

Thank you.  
Kevin

On May 7, 2026, at 10:13 AM, Debbie Manning  
<[Debbie@eldoradohillschamber.org](mailto:Debbie@eldoradohillschamber.org)> wrote:

Thanks, Cindy.

I checked the link, no presentation attached, just SB869.

Please remind Supervisor Ferrero that the Chamber is in full support of Entertainment Zones as we did bring it forward 😊

Best,

Debbie

*Debbie Manning, IOM*

Please make note of our new address – 10/25

President & CEO

El Dorado Hills Chamber of Commerce

California Welcome Center

**2023** Vine Street, Suite 105

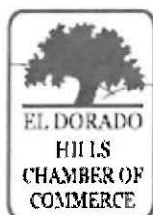
El Dorado Hills, CA 95762

916-933-1335 EXT 101

FAX 916-933-5908

[www.eldoradohillschamber.org](http://www.eldoradohillschamber.org)

**EDH Video:** <https://youtu.be/vwvsBckEmo8>



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**From:** Cindy Munt <[Cindy.Munt@edcgov.us](mailto:Cindy.Munt@edcgov.us)>  
**Sent:** Thursday, May 7, 2026 10:05 AM  
**To:** Kevin Nagle <[kevin@thenaglecompanies.com](mailto:kevin@thenaglecompanies.com)>; Debbie Manning <[debbie@eldoradohillschamber.org](mailto:debbie@eldoradohillschamber.org)>  
**Subject:** Entertainment Zones

Good morning,

Supervisor Ferrero asked that I inform you that the Entertainment Zone item will be heard as a department matter (not time certain) for conceptual approval at their May 12<sup>th</sup> BOS meeting. Link to the item: [County of El Dorado - File #: 26-0789](#)

***Cindy Munt***

**Assistant to Supervisor Greg Ferrero, District 1  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-5650**

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# ENTERTAINMENT ZONES

Presented by: EDH Town Center

Request: Board Direction to initiate ordinance to support  
SB 969 in El Dorado County



## Requesting Board of Supervisors to direct staff to draft new ordinance

- Required first step per County policy
- Positions EDH Town Center as a pilot location in El Dorado County
- Enables local control of:
  - *Boundaries*
  - *Days/Hours*
  - *Safety + Enforcement*

# What is an Entertainment Zone?

- State-enabled SB-969
- Controlled, permitted outdoor alcohol consumption with boundaries
- Operates:
  - *On set weekly schedule*
  - *For special events/activations*



# Why This Matters In El Dorado County

- Community Vitality
  - *Creates safe, family-friendly gathering spaces*
  - *Activates underutilized hours (evenings)*
- Economic Development
  - *Drives local spending & sales tax*
  - *Increases dwell time at businesses*
  - *Supports restaurants, retail, and small businesses*
- Tourism
  - *Keeps residents in El Dorado County vs. Sacramento/Folsom*
  - *Attracts regional visitors*

# Proven Model Regionally

- Researched Sacramento, San Francisco, Auburn, Redding and more
- Flexible programming = sustained activation
- Common outcomes:
  - *Increased foot traffic*
  - *Increased sales*
  - *Strong event attendance*



# EDH Town Center Plan

- **Controlled + Managed Environment**
  - *Defined boundaries (Town Center Central Core)*
  - *Limited hours: Thursday – Sunday*
  - *Optional business participation*
- **Strong Safeguards**
  - *Security staffing on site daily*
  - *Wristband / ID verification system*
  - *No glass containers, controlled cups*
  - *Clear signage + Boundaries*
  - *County oversight*

# Governance & Responsibility

- Lead Entity: EDH Arts & Entertainment Foundation
- Acts as:
  - *Operator*
  - *Compliance Manager*
  - *County Liason*
- County retains:
  - *Oversight*
  - *Enforcement authority*
  - *Ability to modify or revoke*



# What Happens Next

- May 2026 → Board direction requested
- June 2026 → Ordinance readings
- July 2026 → Ordinance effective



# Closing

- This is a low-risk, high-impact tool to create community, to support local business, and develop how El Dorado County activates its commercial centers.
- Requesting the Board of Supervisors to direct staff to draft this ordinance.

