



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*
*Thomas Conwell Jr. - Commercial Real Estate Broker,
Managing Director*
*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

Thursday, February 20, 2025

3:00 PM

<https://us06web.zoom.us/j/89553276535>

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 895-5327-6535. 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/89553276535>.

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.

CALL TO ORDER AND ROLL CALL

Meeting called to order at 3:06 PM. Vice Chair Spaur led the meeting with Member Heinsen participating remotely due to a contagious illness.

Present: 4 - Heinsen, Miller, Noonan and Vice Chair Spaur

Absent: 3 - Conwell Jr., McLain and Chair Ribaudo

ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

Public Comment: None

A motion was made by Member Noonan, seconded by Member Miller, to Adopt the Agenda and Approve the Consent Calendar.

Yes: 4 - Heinsen, Miller, Noonan and Vice Chair Spaur

Absent: 3 - Conwell Jr., McLain and Chair Ribaudo

CONSENT CALENDAR

- 1. 25-0315** Economic Development Division recommending the Committee approve the SEED Meeting Minutes from January 16, 2025.

This matter was Approved on the Consent Calendar.

END OF CONSENT CALENDAR

OPEN FORUM

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.

25-0405

Public Comment: C. Armstrong

AGENDA ITEMS

- 2. 25-0313** Economic Development Division recommending the Committee receive a presentation on the Healthcare Sector from Maia Schneider - Executive Director, Business and Strategy Development, Marshall Medical.

Public Comment: C. Armstrong, C. Louis, G. Posey, No name given, E. Aiston

Maia Schneider - Executive Director, Business and Strategy Development, Marshall Medical gave a presentation on Marshall's economic impact throughout El Dorado County and answered questions.

- 3. 25-0314** Economic Development Division recommending the Committee receive a presentation on the Agricultural Sector from LeeAnne Mila, Director, El Dorado County Agricultural Commissioner, Sealer of Weights and Measures.

Public Comment: L. Boeger, C. Louis, G. Posey, M. Ranalli, C. Armstrong, E. Aiston, No name given

LeeAnne Mila, Director, El Dorado County Agricultural Commissioner, Sealer of Weights and Measures gave a presentation and answered questions on the importance of Weights and Measures' services and agriculture businesses throughout El Dorado County.

- 4. 25-0343** Vice Chair David Spaur recommending the Committee discuss recent Board action on Economic Development initiatives and programs, and discuss a shift in priorities and next steps.

Public comment: G. Posey, L. Boeger, M. Ranalli

Vice Chair Spaur and Economic Development Manager, Christopher Perry provided a brief overview of the Discretionary Transient Occupancy Tax (DTOT) and the changes made to it at the February 11, 2025 Board of Supervisor's Meeting - Item 25-0236.

Vice Chair Spaur made a request for a special meeting and/or workshop to be scheduled.

5. **25-0316** Economic Development Division recommending the Committee receive an update from Deputy Director, Economic Development and Administration, Kyle Zimbelman, and Economic Development Manager, Christopher Perry on their interviews with Supervisors.

Public comment: G. Posey, L. Boeger, M. Ranalli, C. Armstrong, E. Aiston

Economic Development Manager, Christopher Perry gave a brief summary of staff's interviews with individual supervisors highlighting business incentives, hotel and housing needs.

6. **25-0069** Economic Development Division recommending the Committee receive a presentation on John Krueger's Summary of industry related data provided by the Greater Sacramento Economic Council.

Public Comment: C. Armstrong

This item was heard third at the meeting. Referencing materials from the December 19, 2024, SEED Meeting, Consultant John Krueger gave a brief rundown of the reports and took questions.

Request to Note: What is the intersection of: healthy earners; growing careers/industries; & businesses with interests in El Dorado County?

ADJOURNMENT

Meeting adjourned at 5:29 PM