



County of El Dorado

330 Fair Lane, Building A
Placerville, California
530 621-5390
FAX 622-3645
www.edcgov.us/bos/

Minutes - Draft

Strategic Economic Enhancement Development Committee

Members:

*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

Carl Ribaldo - President/Chief Strategist, SMG Consulting

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

Thursday, December 12, 2024

3:00 PM

<https://us06web.zoom.us/j/85086399260>

330 Fair Lane, Building A, Conference Room D (Lower Level), Placerville, CA 95667

Teleconferencing Location: 3368 Lake Tahoe Blvd # 102, South Lake Tahoe, CA 96150

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 850 8639 9260. 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/85086399260>.

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 3:01 P.M

Present: 6 - Conwell Jr., McLain, Miller, Noonan, Ribaldo and Spaur

Absent: 1 - Heinsen

ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

CONSENT CALENDAR

- 1. 24-2128** Economic Development Division recommending the Committee approve the SEED Meeting Minutes from November 13, 2024.

A motion was made by Member Spaur, seconded by Member McLain, to Adopt the Agenda and Approve the Consent Minutes.

Yes: 6 - Conwell Jr., McLain, Miller, Noonan, Ribaldo and Spaur

Absent: 1 - Heinsen

END OF CONSENT CALENDAR

OPEN FORUM

Public Comment: None

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. 24-2152** Review Outreach Plan and objectives.

Public Comment: M. Ranalli

Consultant Krueger, Staff, and SEED Members discussed the Outreach Plan, including survey questions. No action was taken.

3. **24-2150** Discuss timeline and high-level planning.
- Staff and SEED Members discussed a six-month timeline for drafting a Strategic Plan to be presented to the Board of Supervisors for review. No action was taken.
4. **24-2129** Discuss data inputs and resources the SEED Committee would like to pursue.
- Public Comment: M. Ranalli*
- SEED Members discussed the need for specific data types to support the development of an informed plan. No action was taken.

ECONOMIC DEVELOPMENT UPDATES

Deputy Director, Economic Development, Kyle Zimbelman reported on the following:

El Dorado Hills Business Park analysis.
Transportation Impact Fee Increase.
Ranch Marketing Update.

Economic Development Manager, Chris Perry reported on the following:
Affordable Housing Task Force Updates.
The Sacramento Area Council of Governments' grant to El Dorado County.

SEED MEMBER UPDATES

SEED member Miller reported on the following:
Marshall Medical Center's expansion its in El Dorado Hills.

SEED member Conwell reported on the following:
Walgreens and Big Box store closures.

SEED member Spaur reported on the following:
District specific sales tax.

SEED member Noonan reported on the following:
Apple Hill tourist revenue.

SEED member Ribaldo reported on the following:
Community Centric Tourism.

SEED member Perry reported on the following:
Grizzly Flats community biomass outreach.

UPDATED ROLL CALL

Member Spaur left at 4:38 P.M.

Present: 5 - Conwell Jr., McLain, Miller, Noonan and Ribaldo

Absent: 2 - Heinsen and Spaur

ADJOURNMENT

ADJOURNED at 4:53 P.M.