

**El Dorado County
Economic Development Advisory Commission**

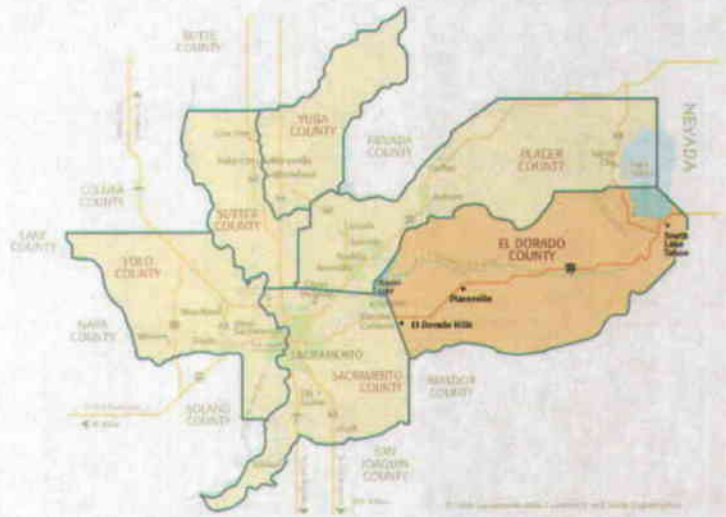
2008 - 2010 Work Plan

January 29, 2009



El Dorado County

El Dorado County includes the incorporated cities of Placerville and South Lake Tahoe.



				ABSOLUTE CHANGE		% CHANGE	
	1997	2007	2017	1997-2007	2007-2017	1997-2007	2007-2017
Population	148,400	178,674	221,799	30,274	43,125	20.4%	24.1%

Data Source: California Department of Finance, E-5 Population and Housing Estimates, Department of Transportation 2006 Long-Term Socio-Economic Forecasts by County.
Notes: Current/historical figures represent January 1 estimates for the year specified.

				ABSOLUTE CHANGE		% CHANGE	
	1997	2002	2007	2002-2007	1997-2007	2002-2007	1997-2007
Housing Units	69,684	73,791	82,695	8,904	13,011	12.1%	18.7%

Data Source: California Department of Finance, E-5 Population and Housing Estimates.
Notes: Data represent January 1 estimates for the year specified. Differences due to rounding.

				ABSOLUTE CHANGE		% CHANGE	
	1996	2001	2006	2001-2006	1996-2006	2001-2006	1996-2006
Employment	34,600	45,600	52,700	7,100	18,100	15.6%	52.3%

Data Source: California Employment Development Department, Annual Average Employment by Industry Data.
Note: Differences due to rounding.

2005 per Capita Income \$40,906
2007 Median Home Price \$487,000

Data Sources: Bureau of Economic Analysis, California Association of Realtors®, DataQuick Information Systems

MAJOR NON-GOVERNMENT EMPLOYERS	# OF EMPLOYEES
Blue Shield of California	1,365
DST Output	1,170
Marshall Medical Center	975
Raley's Inc.	693
Sierra-at-Tahoe Inc.*	500
Roebbelen Contracting, Inc.	375
Doug Veerkamp General Engineering	279
Embassy Suites Lake Tahoe Resorts	240
Sutter Health Sacramento Sierra	214
El Dorado Savings Bank	182

Data Source: Sacramento Business Journal Top 25 Book of Lists 2006
Notes: Employment numbers are full-time equivalents except where otherwise noted.
* 635 peak; 500 seasonal; 23 year round

MEAN COMMUTE TIME (2003)	AVERAGE MINUTES
County	29.3
State	27.0

Data Source: US Census Bureau, American Community Survey 2005
Note: Data represent that of workers aged 16+.

PUBLIC EDUCATION 2006-2007 ENROLLMENT
K-12 29,417

Data Source: California Department of Education, DataQuest.

2003-2006 AVERAGE SAT SCORES	TOTAL
County	1,631
State	1,506

Data Source: California Department of Education, DataQuest. Note: total SAT Scores include average verbal, math and writing scores.

PUBLIC SCHOOL DISTRICTS INCLUDED
Black Oak Mine Unified, Buckeye Union Elementary, Camino Union Elementary, El Dorado Union High, Gold Oak Union Elementary, Gold Trail Union Elementary, Indian Diggings Elementary, Lake Tahoe Unified, Latrobe Elementary, Mother Lode Union Elementary, Pioneer Union Elementary, Placerville Union Elementary, Pollock Pines Elementary, Rescue Union Elementary, Silver Fork Elementary

Data Source: California Department of Education, DataQuest.

COLLEGES AND UNIVERSITIES
Lake Tahoe Community College

Data Source: California Postsecondary Education Commission

Sacramento Area Commerce and Trade Organization

The EDAC Business Plan for 2008-2010

The El Dorado County Economic Development Advisory Commission (EDAC) will act in an advisory capacity to the Board of Supervisors and in that capacity, facilitates economic development in the county while preserving our quality of life.

What is Economic Development?

Economic Development is about creating an environment in which business can sustain and grow, resulting in a healthy business sector, with job creation, an expansion of economic activity, increased sales and tax revenue, lower crime rates, a healthy sense of community worth and better quality of life.

Primary Areas of Business

The EDAC will have three sub-committees or areas of business focus:

- ▶ Regulatory Reform
- ▶ Business Retention & Expansion
- ▶ Attraction/Entrepreneurship

The, Chair of each sub-committee shall be an appointed EDAC member, include ex-officio EDAC members as well as other county stakeholder groups. These three sub-committee's work plan consists of the following initiatives; to be undertaken either by the sub-committee, in cooperation with an existing organization or initiative, or on contract with an outside agency or contractor.

Regulatory Reform

1. Formalize and initiate a pathway authorizing EDAC and economic development staff to continue providing customer service and technical assistance to businesses experiencing General Plan or zoning issues by:
 - a. Working with the Development Services Department and other regulatory bodies;
 - b. Review and initiate recommendations for regulatory relief for individual businesses with General Plan or zoning ordinance issues;
 - c. Initiate a regular feedback pathway for draft zoning ordinance updates by formally designating EDAC as an *Official Representative Public Participation and Outreach Group*, as needed in the zoning ordinance update process.
 - d. Designating EDAC and the economic development staff, allows for a community feedback mechanism during the comprehensive zoning ordinance update ensuring that an economic element is present and articulated during the process.
2. Survey a representative sampling of El Dorado County businesses and those currently moving projects through the entitlement process in order to specifically pinpoint problems and work with the proper agency to allow "by right" (Administratively) as opposed to Plan Review or Special Use Permit. (**BEST PRACTICE: Indianapolis model**)

3. Utilize Community Forums, Business Walks, Business Visitations and other channels to establish two-way communicate between the business community and their representatives, chambers of commerce, residents, and the El Dorado County government for identifying problems and providing solutions.

Business Retention & Expansion

1. Conduct Business Visitations (Metro Pulse)
 - a. 50 Target BV's by December 2008
2. Assist with and conduct Business Walks (2-4)
 - a. Pollock Pines, South Lake Tahoe, Cameron Park
3. Assist with the development of Key Performance Indicators for Balanced Scorecard
 - a. Permit Measures
 - b. Business Visitation Feedback (Metro Pulse)
 - c. Econographic measures
 - d. El Dorado County Business Competitiveness Survey
 - e. Community and economic development organization and services chart
4. Collaborate on Annual State of El Dorado County - Economic Development Forum
 - a. Economic Snapshot - Speaker
 - b. Introduce to annual Balanced Scorecard

Attraction/Entrepreneurship

1. Judge Promotion Account awards
2. Assist with the development of El Dorado County marketing materials
 - a. Collaborate and align with "El Dorado County" brand campaign
 - b. Balanced Scorecard
 - c. Launch at State of El Dorado County – Econ-Dev. Forum
3. Assist with development of El Dorado County Business Confidence Survey
4. Conduct Community Forums (2 – 4)
 - c. South Lake Tahoe, Placerville

WORKING GROUP FORMATION

EDAC members will self-segment into three working groups, as determined above; each championed by an EDAC appointee and open to ex-officio and strategic alliance partners. Each working group shall meet as needed to set priorities and establish metrics for successfully accomplishing their assigned tasks. At each quarterly EDAC meeting, the working group chair will report progress, providing the entire body a status report of activities.

WORK-PLAN MILESTONES

(Exhibit A)

EDAC REFORMULATION

It is obvious that in order to succeed, the EDAC will need broad-based input from the community. Therefore, it is proposed that during EDAC rename and appointment process reformulation that the technical advisory group be approved for the Economic Development Advisory Commission to include allied and strategic partner organizations:

- Internal Revenue Service (IRS) Recognized
Chambers of Commerce (501 C 6)
- Tourist Promotion Organizations
- Industry and Trade related Organizations

EDAC BACKGROUNDER DOCUMENTS

- 2004 General Plan, Economic Development Element
- Authorizing Resolution 213-2007
- 2007 Economic Development Strategy and Worksheet
- 2008 – 2010 Work Plan
- Statement of Confidentiality
- Expectations (members & staff)
- Functional Organization Chart (OED & EDAC)
- El Dorado County Economic Development Advisory Commission Roster
- EDAC member Attendance History
- Work-plan Milestones (Exhibit A)
- Regulatory Reform Initiatives (Exhibit B)
- 2007-08 EDAC Organization/Membership Charts (Exhibits A,B,C,D,E,F)

Statement of Confidentiality and Disclosure of Interest Form

Purpose:

The purpose of this form is to disclose any interest or affiliations you may have that, when considered in light of your position within the El Dorado County, Economic Development Advisory Commission (EDAC), may create a conflict of interest. A conflict of interest exists when an individual obtains an improper gain or advantage because of his/her activities on behalf of the EDAC and its subsidiaries, when his/her actions advance his/her own interests or those of another, rather than the sole interests of the EDAC and its subsidiaries. Conflicts of interest do not necessarily involve intentional wrongdoing but can result from a combination of completely innocent circumstances.

Confidentiality:

Because of the purpose of the El Dorado County, Economic Development Advisory Commission and the nature of the business conducted, the issues raised at Commission Meetings and other discussions pertaining to clients, prospective clients, and other specific issues need to remain confidential and are intended for your use only in the performance of your duties on the Commission.

Breach of confidentiality puts El Dorado County at risk of losing any potential client and therefore needs to be adhered to strictly.

All communication is at the discretion of the client at their time schedule.

Violation of this Statement of Confidentiality may be considered grounds for action up to and including termination of Commission position.

Disclosure:

Pursuant to the purposes and intent of the EDAC's Disclosure of Interest Policy, I hereby state that I have the following affiliations of interests and have taken part in the following transactions which, when considered in conjunction with my position or relationship to the EDAC might possibly constitute a "direct conflict of interest" with respect to a matter that is currently before the EDAC or which may reasonably be expected to come before the Commission.

Service and/or Employment Relationships:

1. Please describe your service and/or employment relationship (s) with the EDAC.

Business Relationship:

2. Please identify and describe any business arrangements you may have with the EDAC, the county Office of Economic Development and organizations that receive funding from the county.

Outside Activities and Interests:

3. Please identify any outside activities in which you participate or investments you hold which might constitute a conflict of interest (example: holding a position as an officer or director of a business entity providing or receiving products or services to/from the EDAC and its subsidiaries; or holding a material interest in a firm that does business with the EDAC and its subsidiaries or in a competing organization).

Other:

4. Please list any other activity in which you are engaged that may be regarded as constituting a conflict of interest.

I hereby agree to report any further situations, which may develop before completion of my next questionnaire.

Signature

Date

Economic Development Advisory Commission & Staff Expectations

Expectations of the Commission

1. To assist with the establishment of sustainable economic growth policies and procedures for the county. To be held accountable to the Board of Supervisors and the community at large. To lead, to be the public figures regarding the Office of Economic Development and its activities
2. To make known their goals, desires and objectives for the Office of Economic Development
3. To support the Board of Supervisors adopted Economic Development Strategy and assist the Office of Economic Development in carrying it out.
4. To be a spokesperson for the Office of Economic Development when it is appropriate and respect matters of confidentiality.
5. To complete tasks as agreed (agreed to tasks) within agreed time frames
6. To listen to the commission members/Board of Supervisors, other commission members and the staff regarding issues and actions
7. To be willing to represent El Dorado County and the Office of Economic Development — publicly (letters, news releases, etc.).
8. To be the buffer on controversial items and remember to represent the interests of El Dorado County first
9. To be available
10. To network with the county's economic development program as a means to growing our local economy — a supporter, not an apologist
11. To provide oversight to attend and participate in commission meetings, to provide policy input and assistance, not micromanage the affairs of the Office of Economic Development.

12. To keep the Economic Development Coordinator and the other commission members from being surprised.
13. To be open and constructive in their comments and actions
14. To keep the Economic Development Coordinator informed of his/her status with the commission.
15. To support professional growth and development of the Economic Development Coordinator

Expectations of the Economic Development Staff

1. To execute the policies and procedures adopted by the policy makers
2. To be held accountable for program, finances and professional duties
3. To provide options and recommendations for economic development activity
4. To be an organizer
5. To be an administrator and supervise economic development programs/staff
6. To brief the Chair of the Commission on agendas and programs; prepare for pitfalls
7. To be the principal spokesperson for the Office of Economic Development
8. To have an answer when the policy makers turn and say, "What do you recommend?"
9. To anticipate financial problems
10. To run a tight ship
11. To maintain records and prepare all necessary reports
12. To keep the Chair and commission members from being surprised
13. To be ethical
14. To grow professionally through education and outreach
15. To give the organization a good image reflected from his/her personal life



El Dorado County Economic Development Advisory Commission

Economic Development Advisory Commission is advisory to the Board of Supervisors in developing the Countywide Economic Development Plan, preparing annual reports concerning activities, achievements and recommendations, sponsoring business related seminars, forums and training workshops, reviewing existing County regulations and procedures to eliminate unneeded inconsistent, and redundant legal requirements; and reviewing on a periodic basis the County government structure for consistency with efficient and cost effective regulation of business.

Term Limits: Four Year Term

Membership: Members serve at the pleasure of the Board. Compensation shall be \$50.00 per half-day session and \$100 per full-day session.

Meetings: Commission meets quarterly or more often as the Commission or Board deems necessary.

Contact: Chief Administrative Office 530-621-5567

Member	Type of Member	Appointed	Original	Expiration
Heflin, Thomas	Roll: Member Appointed by: Full Board District: 3	1/13/2009	8/15/2006	01/01/2010
Owen, Michael	Roll: Member Appointed by: Full Board District: 1	8/15/2006	8/15/2006	01/01/2010
Smith, Wendell	Roll: Member Appointed by: Full Board	7/29/2008	7/29/2008	06/30/2012

Vacant/Brown,	District: 4 Roll: Member Appointed by: District: 2				06/30/2008
Vacant/Frentzen,	Roll: Member Appointed by: District: 1				06/30/2008
Vacant/Gianini,	Roll: Member Appointed by: District: 1				01/01/2010
van Dam, Dale	Roll: Representative (El Dorado Center) Appointed by: Full Board District:	7/3/2007	7/3/2007		01/01/2011
Ward, Michael	Roll: Member Appointed by: Full Board District: 5	6/24/2008	6/24/2008	6/24/2008	01/01/2010

Corrections to this page may be sent to johnsonc@co.el-dorado.ca.us

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REGULATORY REFORM

PROJECT	TEAM	TASK	GOAL
1.1		Identify, review, and recommend adoption of zoning ordinances and other regulatory Best Practices from around the State of California.	
1.2		Survey businesses and those moving through entitlement process as to what's broken and fix it. (BEST PRACTICE: Indianapolis model)	
1.3		Initiate a regular path for draft zoning updates by designating the EDAC as the Official Public Participation and Outreach Group, as determined by California Code.	
1.4		Utilize Community Forums, Business Walks, Business Visitations and other channels to establish two-way communicate between the business community and their	

BUSINESS RETENTION & EXPANSION

PROJECT	TEAM	TASK	GOAL
2		Conduct Business Visitations (Metro Pulse)	
2.1		Assist with and conduct Business Walks (2-4)	

January-09	
February-09	
March-09	
April-09	
May-09	
June-09	
July-09	
August-08	
September-08	
October-08	
November-08	
December-08	
Sub-Total	
Total-09	

2.3 Assist with development of Key Performance Indicators for Balanced Scorecard

2.4 Collaborate on Annual State of El Dorado County - Economic Development Forum

3

PROJECT	TEAM	TASK	GOAL
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3.1 Judge Promotions Account Awards

3.2 Assist with development of El Dorado County marketing materials

3.3 Assist with development of El Dorado County Business Confidence Survey

3.4 Assist with and conduct Community Forums (2-4)

PRIMARY AREA OF BUSINESS (PORTFOLIO HOLDERS)

Team Member Names

Heflin, Owen

Ward

Van Dam, Smith

Team 1

Team 2

Team 3



REGULATORY REFORM		
PROJECT	TEAM	GOAL
1.1	Identify, review, and recommend adoption of zoning ordinances and other regulatory Best Practices from around the State of California.	
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1.4	Utilize Community Forums, Business Walks, Business Visitations and other channels to establish two-way communicate between the business community and their	
BUSINESS RETENTION & EXPANSION		
PROJECT	TEAM	GOAL
2.1	Conduct Business Visitations (Metro Pulse)	

April-08	
May-08	
June-08	
July-08	
August-08	
September-08	
October-08	
November-08	
December-08	
Sub-Total	
Total-08	

2.2 Assist with and conduct Business Walks (2-4)

2.3 Assist with development of Key Performance Indicators for Balanced Scorecard

2.4 Collaborate on Annual State of El Dorado County - Economic Development Forum

3 ATTRACTION/ENTREPRENEURSHIP

PROJECT TEAM TASK GOAL

3.1 Judge Promotions Account Awards

3.2 Assist with development of El Dorado County marketing materials

3.3 Assist with development of El Dorado County Business Confidence Survey

3.4 Assist with and conduct Community Forums (2-4)

PRIMARY AREA OF BUSINESS (PORTFOLIO HOLDERS)

Team Member Names

Heflin, Owen

Ward

Van Dam, Smith

Team 1

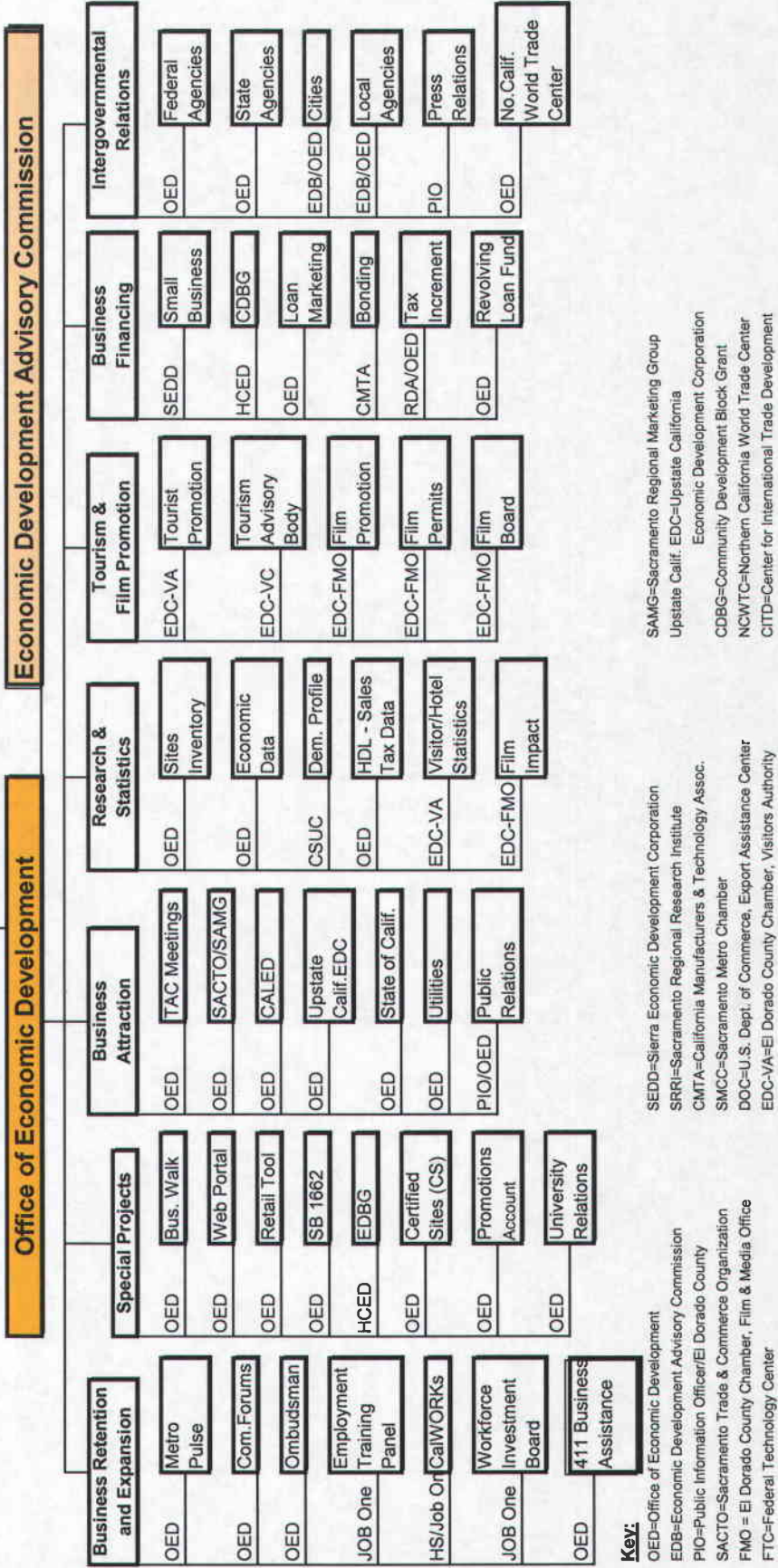
Team 2

Team 3

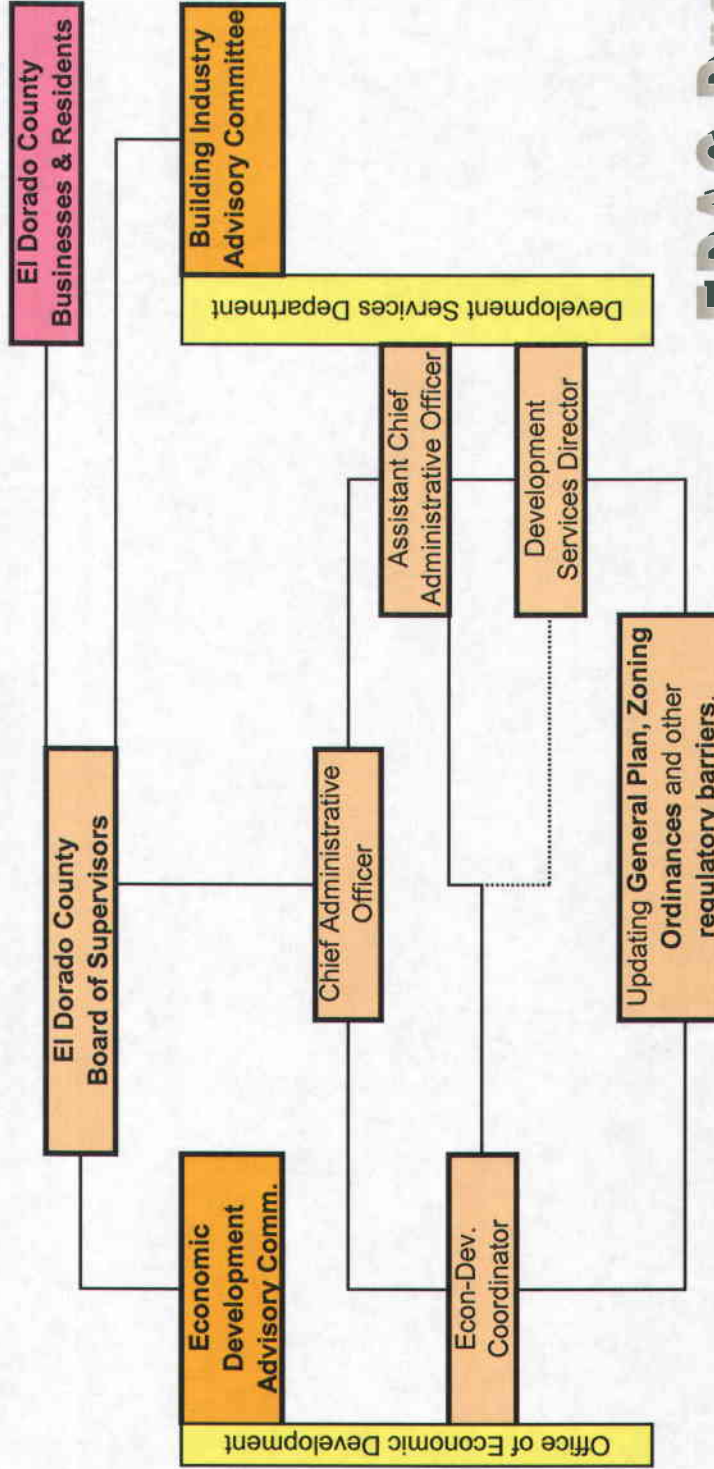
2007-08 FUNCTIONAL ORGANIZATION CHART

El Dorado County
Office of Economic Development

County Administrative Officer



Regulatory Reform Initiatives



EDAC Draft

OED/EDAC MISSION:

Regulatory Reform
Business Retention & Expansion
Attraction & Entrepreneurship

EDAC Reg. Reform Working Group

Public Participation Group
Identify external business barriers
Gather the data to support arguments
Bring solutions forward for BOS to decide

BIAC MISSION:

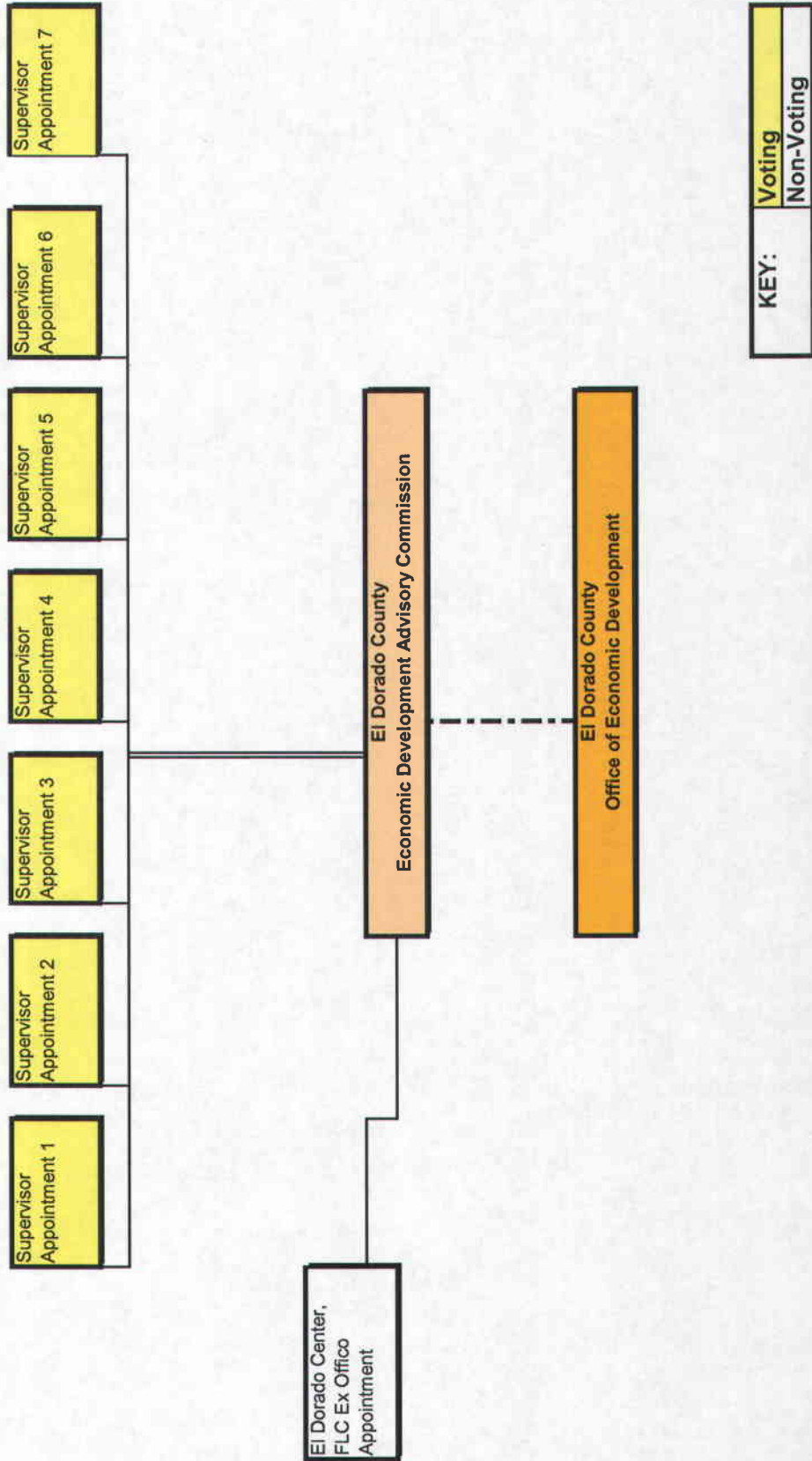
Building Industry Feedback
Cite specific bldg. reg.'s to fix

AD HOC Committee

Development Process Improvements

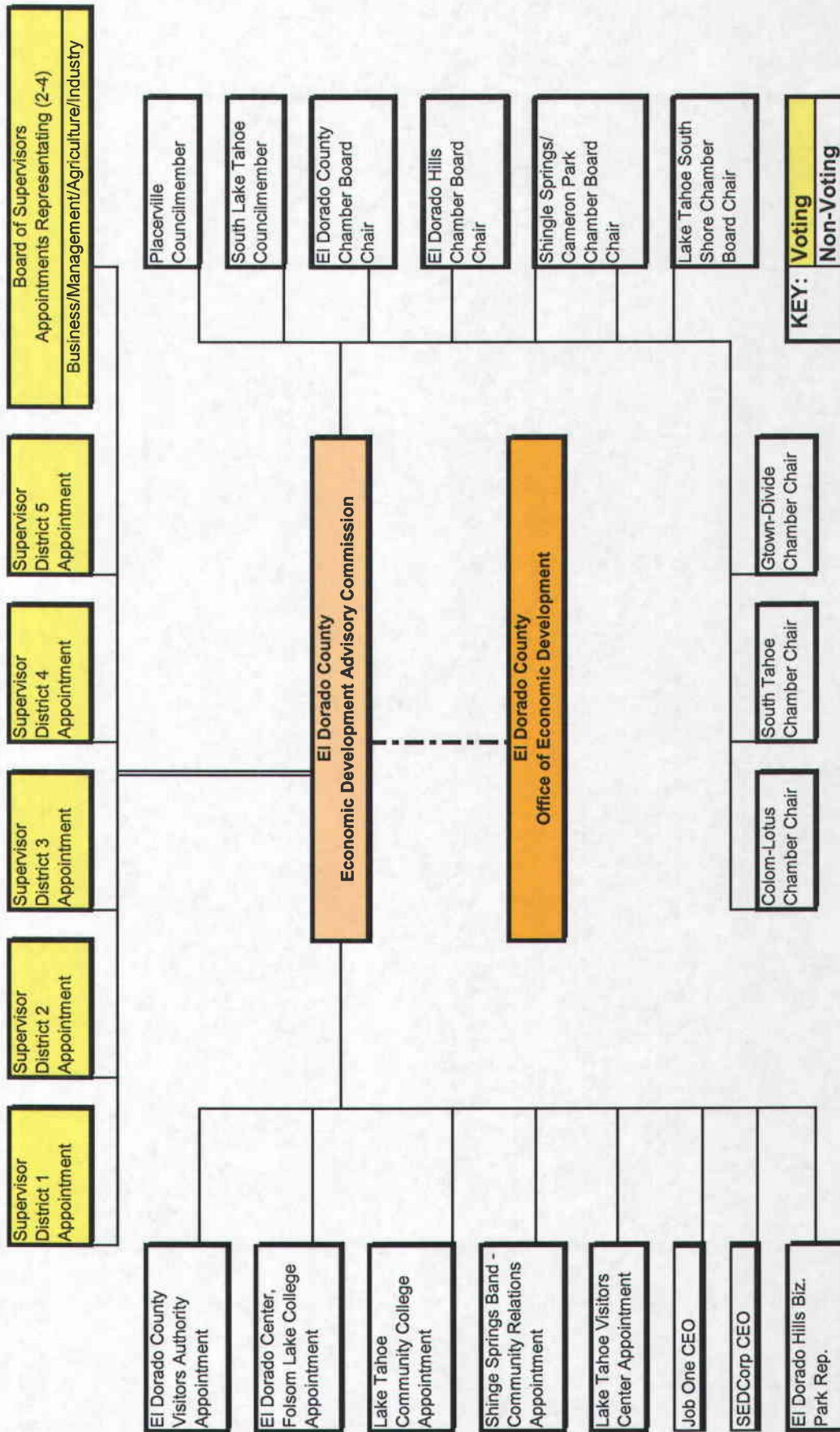
2007-08 ORGANIZATION/MEMBERSHIP CHART (a)

El Dorado County Economic Development Advisory Commission



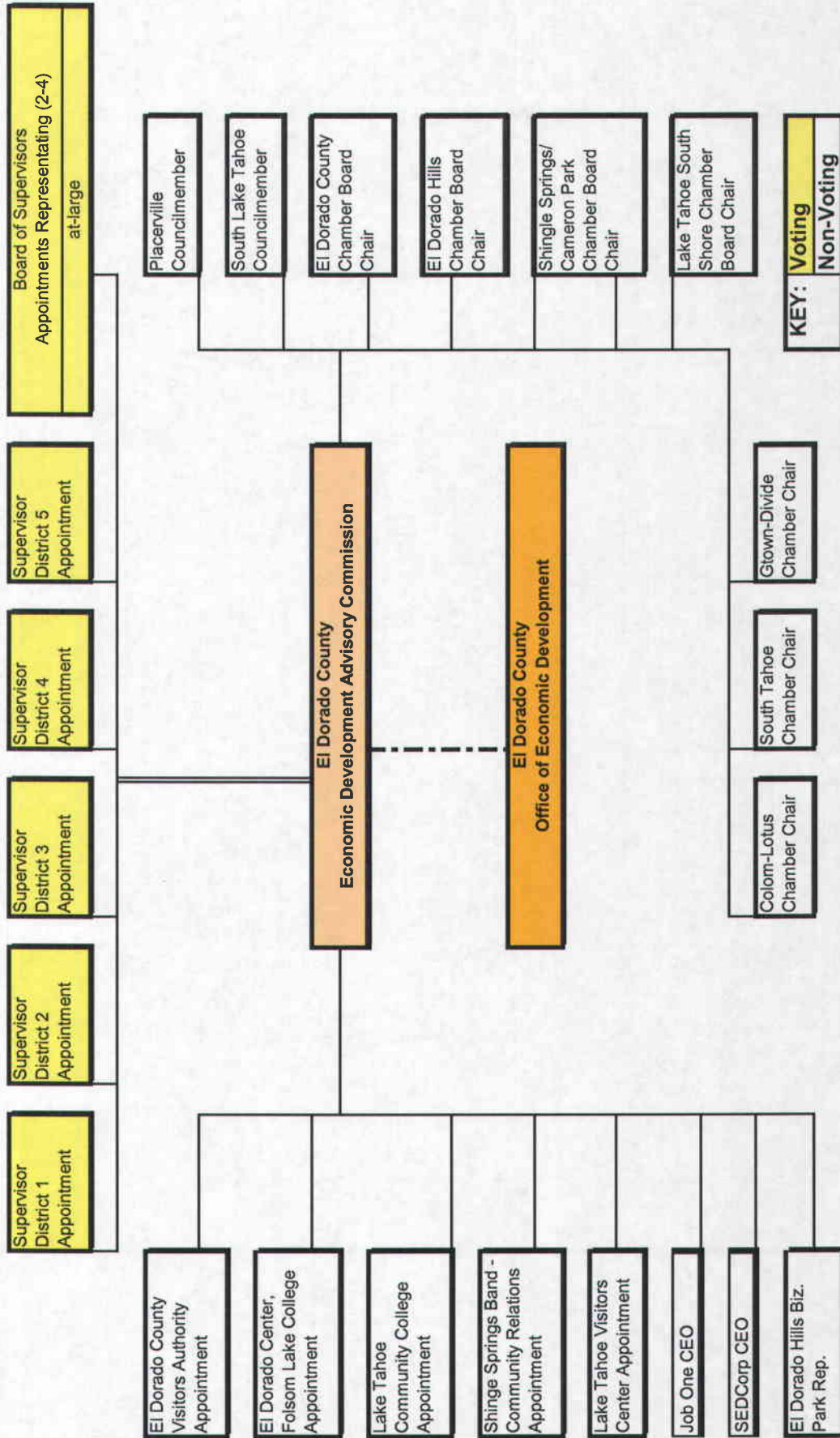
2007-08 ORGANIZATION/MEMBERSHIP CHART (b)

EI Dorado County Economic Development Advisory Commission



2007-08 ORGANIZATION/MEMBERSHIP CHART (c)

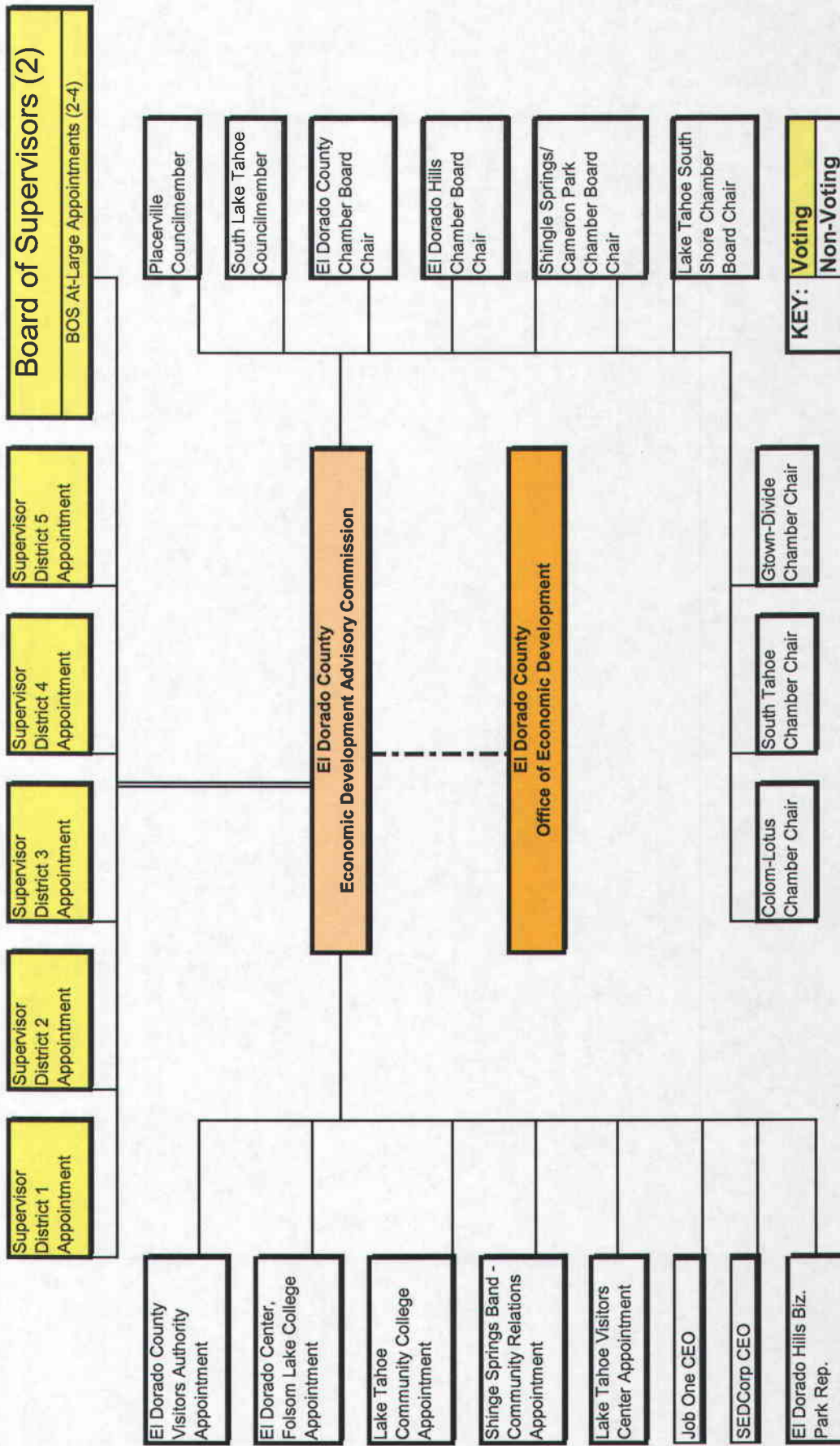
El Dorado County Economic Development Advisory Commission



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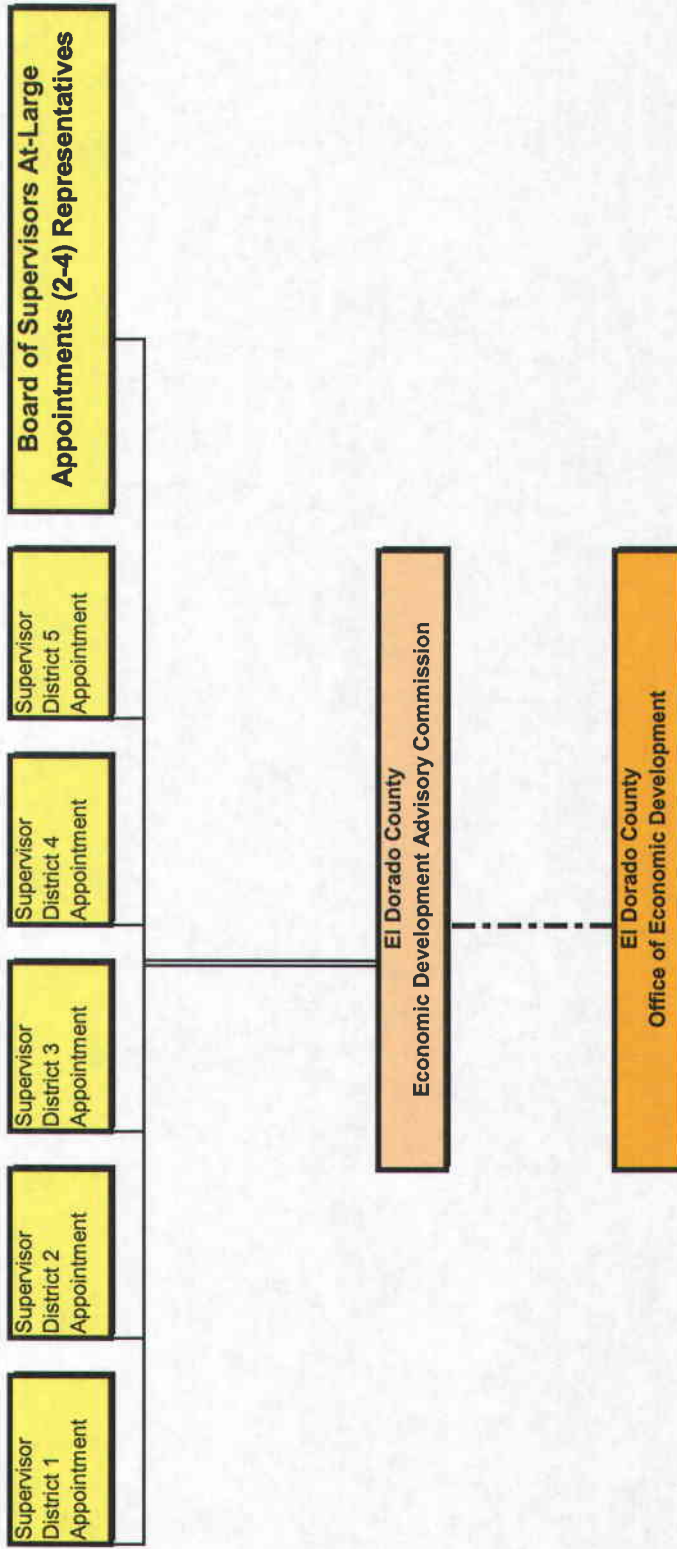
2007-08 ORGANIZATION/MEMBERSHIP CHART (d)

EI Dorado County Economic Development Advisory Commission



2007-08 ORGANIZATION/MEMBERSHIP CHART (e)

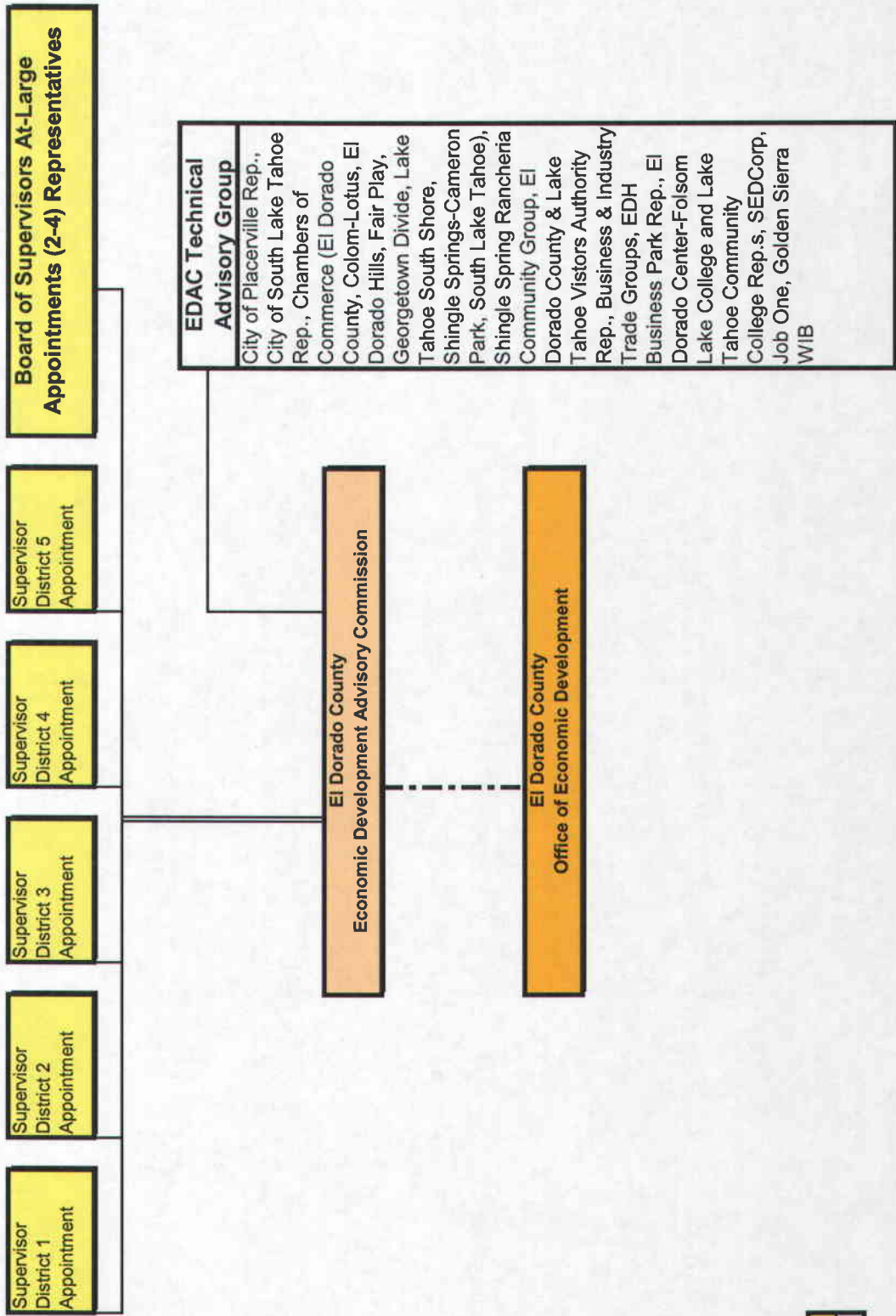
El Dorado County Economic Development Advisory Commission



Voting
Non-Voting

2007-08 ORGANIZATION/MEMBERSHIP CHART (f)

El Dorado County Economic Development Advisory Commission



Voting
Non-Voting

EDAC Technical Advisory Group
City of Placerville Rep., City of South Lake Tahoe Rep., Chambers of Commerce (El Dorado County, Colom-Lotus, El Dorado Hills, Fair Play, Georgetown Divide, Lake Tahoe South Shore, Shingle Springs-Cameron Park, South Lake Tahoe), Shingle Spring Rancheria Community Group, El Dorado County & Lake Tahoe Visitors Authority Rep., Business & Industry Trade Groups, EDH Business Park Rep., El Dorado Center-Folsom Lake College and Lake Tahoe Community College Rep.s, SEDCorp, Job One, Golden Sierra WIB

2007-08 ORGANIZATION/MEMBERSHIP CHART (g)

EI Dorado County Economic Development Advisory Commission

