



# County of El Dorado

330 Fair Lane, Building A  
Placerville, California  
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[www.edcgov.us/bos/](http://www.edcgov.us/bos/)

## Minutes - Final 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*

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Thursday, December 19, 2024

3:00 PM

<https://us06web.zoom.us/j/82351044173>

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**2850 Fairlane Court, Building C TAC Conference Room, 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 823 5104 4173. 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/82351044173>.

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](mailto: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](mailto:Economic.Development@edcgov.us).

## CALL TO ORDER AND ROLL CALL

**Meeting called to order at approximately 3:10 P.M.**

**Present:** 5 - Heinsen, McLain, Miller, Chair Ribaud and Vice Chair Spaur

**Absent:** 2 - Conwell Jr. and Noonan

## ADOPTION OF THE AGENDA AND APPROVAL OF CONSENT CALENDAR

### CONSENT CALENDAR

1. [24-2153](#) Economic Development Division recommending the Committee approve the SEED Meeting Minutes from December 12, 2024.

*Public Comment: None*

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

**Yes:** 5 - Heinsen, McLain, Miller, Chair Ribaud and Vice Chair Spaur

**Absent:** 2 - Conwell Jr. and Noonan

### END OF CONSENT CALENDAR

## OPEN FORUM

*Public Comment: G. Posey*

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. [25-0022](#) Review and discuss guiding principles and community first approach for the development of the Economic Development Strategic Plan .

*Public Comment: G. Posey*

**No Action Taken.**

3. [25-0023](#) Provide direction on SEED's purpose statement, vision and goals to be presented to the Board of Supervisors.

*Public Comment: C. Lewis, G. Posey*

**No Action Taken.**

4. [25-0021](#) Discuss ad-hoc committee creation to address specific community outreach and tactical data gathering.

*Public Comment: G. Posey, C. Lewis*

**The Committee discussed the following subcommittees:  
Community First Design: Members Ribaldo & Spaur;  
Industry Sectors: Members Conwell & McLain;  
Vision, Goals, Tools & Measurements: Members Heinsen & Miller;  
Agriculture: Members Heinsen & Noonan; and  
Retail: Members Conwell & Spaur.**

5. [25-0026](#) Review industry related data provided by the Greater Sacramento Economic Council.

*Public Comment: G. Posey*

**No Action Taken.**

## ECONOMIC DEVELOPMENT UPDATES

**Deputy Director, Economic Development, Kyle Zimbelman reported on the following:  
Affordable Housing Task Force Meeting**

**SEED MEMBER UPDATES**

SEED member Spaur reported on the following:  
Valley Vision and Jobs First

**ADJOURNMENT**

Meeting adjourned at approximately 4:50 P.M.