



Jim Mitrisin <jim.mitrisin@edcgov.us>

Community Planning

The BOSFOUR <bosfour@edcgov.us>
To: Jim Mitrisin <jim.mitrisin@edcgov.us>

Tue, Jun 7, 2016 at 12:08 PM

Jim,

The Divide Chamber of Commerce submitted the attached letter with the intent that it would be attached to the June 13, 2016, Board agenda as public comment for the Budget Workshop.

Please let me know if you need additional information from the Chamber and/or the District IV office.

Thank you,
Brenda Bailey
Assistant to Supervisor Ranalli
Board of Supervisors, District IV
County of El Dorado
(530) 621-6513

----- Forwarded message -----

From: **Linnea Marengo** <ldmarengo@yahoo.com>

Date: Sun, Jun 5, 2016 at 8:37 AM

Subject: Community Planning

To: "jim.mitrisin@edcgov.us" <jim.mitrisin@edcgov.us>, "bosone@edcgov.us" <bosone@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, "bosfive@edcgov.us" <bosfive@edcgov.us>

Cc: Sol Nisbet <sol.nisbet@gmail.com>, James & Terri Potter <2tpott@gmail.com>

We sincerely hope the Board will consider Community Planning as a funding priority, with particular attention to the provision of County staff time, professional expertise, and support to interested communities such as Cool. We would be delighted to know how we can participate with staff in a community planning process for downtown Cool. Attached please find a letter in more detail.

Sincerely,

Sol Nisbet, President, Divide Chamber of Commerce

Linnea Marengo, Past President and Current Board Member, Divide Chamber of Commerce

Terri Potter, Current Board Member, Divide Chamber of Commerce; Business Owner, Cool, 25+ years; unofficial Mayor of Cool



Board of Supervisors community planning final 2016.docx

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Dear Members of the Board of Supervisors:

The purpose of this letter is to:

1. Support Community Planning as a funding priority for the County and
2. Express our interest in working with staff on a community plan to enhance downtown Cool

Background: We recently explored community planning with our local merchants in Cool as well as the Divide Chamber of Commerce Board. The idea was received with great enthusiasm. Many Cool business owners and merchants signed a petition of support for staff assistance with community planning, including issues such as traffic improvement and walkability with the combined goals of safety and economic prosperity. We would be happy to submit the petition should you wish.

Rationale: We understand other areas of El Dorado County may also be interested in County assistance with community planning. We would like to suggest Cool be considered for the following reasons:

- a. Cool is unique as the sole northern entrance into El Dorado County – anyone coming into El Dorado County from Highway 80/Auburn must pass through downtown Cool on Highway 49 to get anywhere in El Dorado County. For this reason, it is important that Cool look appealing, memorable, and reflect favorably on our County.
- b. Highway 49 passes directly through the middle of and splits downtown Cool. Thus, there is a steady flow of small and large vehicular traffic passing through downtown Cool, with only a blinking red light to control pedestrian, bicycle, and vehicular traffic.
- c. When annual world-class, large sporting events are held in Cool (at the entrance to the thousand acre Auburn State Recreational Area), the vehicular and pedestrian traffic in Cool further escalates. It is important to present an attractive downtown which reflects well on our community and El Dorado County to these visitors.
- d. The downtown business area of Cool has essentially doubled in size in recent years and, as a result, is now divided in half by the intersection of two major highways (49 and 193) - with only the single blinking red light for control, convenience, and safety. A more convenient way to cross Highway 49 to get to both sides of our increased shopping area would be beneficial.
- e. It is also important to note the new bicycle path in Cool is in frequent use. This new path crosses both Highways 49 and 193, compounding the need for increased safety, including the safety of school children on their way to Northside School, as well as other pedestrians and bicycle riders who now actively use this wonderful path.
- f. After the installation of the Cool Welcome Sign, we have seen renewed pride on the part of merchants and property owners in downtown Cool. Most of the boardwalk has been freshly painted and pot holes filled. Merchants began to unify and improve the area by displaying attractive seasonal flags. Cool merchants and community members joined together and donated funds to install a flag pole near the site of the welcome sign. And, for the first time

ever, the Divide community banded together and held the Christmas in Cool parade and celebration. All, after the Cool Welcome sign was installed.

Conclusion: We sincerely hope the Board will consider Community Planning as a funding priority, with particular attention to the provision of County staff time, professional expertise, and support to interested communities such as Cool. We would be delighted to know how we can participate with staff in a community planning process for downtown Cool.

This is an opportune time to improve traffic flow (and safety) of the expanded Cool downtown area, while at the same time, enhancing the shopping experience and thus helping to create a more vibrant economy. While it may sound as if downtown Cool simply needs traffic control, this is not the case. It is important to create an attractive environment which encourages people to stop and shop rather than merely blow through downtown Cool on Highway 49 as they rapidly pass by on their way to somewhere.

Thank you for your kind attention.

Sincerely,

Sol Nisbet, President, Divide Chamber of Commerce

Linnea Marengo, Past President and Current Board Member, Divide Chamber of Commerce

Terri Potter, Current Board Member, Divide Chamber of Commerce; Business Owner, Cool, 25+ years; unofficial Mayor of Cool