



**APPLICATION FOR COUNTY OF EL DORADO  
BOARD OF SUPERVISORS BOARD, COMMISSION, OR COMMITTEE**

Clerk of the Board of Supervisors  
330 Fair Lane, Placerville, CA 95667  
(530) 621-5390 | edc.cob@edcgov.us

Board or Commission Applying For <b>Community Economic Development Advisory Council</b>		Vacant Position or Title <b>Member-at-Large</b>	
First Name <b>Tamara</b>		Last Name <b>Johnston</b>	
Email Address			
Residential Address		Residential City <b>Garden Valley</b>	Residential ZIP Code <b>95633</b>
Daytime Telephone		Mobile Telephone	
Occupation/Title <b>Consultant - Nonprofit Fundraising and Management</b>		Employer <b>Self</b>	
List all County boards, commissions or committees to which you are/were appointed. Please include dates of service. <b>SOFAR - Chili Bar to Georgetown Fuels Reduction Steering Committee - June 2018 to present</b> <b>EDC Visitor's Authority - Member - 2017 to present</b> <b>El Dorado County Democratic Central Committee - January 2017 to present</b>			
Summary of qualifications <b>Please see attached.</b>			
Affiliations with professional and/or community groups <b>Georgetown Divide Fire Safe Council - Chair, Sept. 2018 to present; El Dorado County Fire Safe Council - Board member, Oct. 2018 to present; Women's Fund - Grants Committee - Sept. 2017 to present; American River Folk Society - Board member 6/13 to 12/15; EDC Farm Trails - member; EDC Chamber of Commerce - member; Divide Chamber of Commerce - member</b>			
Why do you seek appointment? <b>Please see attached.</b>			
Additional Information <b>Please see attached.</b>			
If known, indicate the member of the Board of Supervisors who will receive a copy of this application <b>Lori Parlin</b>			
File Attachments			

**Tamara Johnston**

**Application to the  
Community Economic Development Advisory Committee  
April 18, 2019**

I moved to the Kelsey area on the Georgetown Divide of El Dorado County in 2013 from Oakland, California, with the intention of developing a retreat center on 32 acres of land my husband and I purchased in 2012.

We have spent the past five years navigating the various County Departments (Planning, Fire, Water, Environment health, etc.) to obtain our conditional use permit and develop our retreat center. In fact, Reverie Retreat was the first CUP application under the Health and Wellness Resort and Retreat Center use classification. And we aren't finished – we will be working with the county for at least a few years to come on full development of the project.

In this process I have experienced first-hand how the various county departments work well for people who are interested in developing a business here in El Dorado County, as well as ways in which the process could be improved and streamlined.

In my professional life I have been a Fundraising and Management Consultant for nonprofit organizations since 2000, and served in various senior staff roles in nonprofit organizations, including Executive Director. My fields of expertise include social services, particularly homelessness and domestic violence; the arts, particularly film/media and traditional arts (Mexican and Filipino); and Catholic organizations. My clients are primarily in the Bay Area, although I do have some clients in other parts of the western United States. For more information please go to: <http://tjohnston.org/>

In El Dorado County I have provided pro bono fundraising and strategic planning services for various organizations such as the EDC Democratic Central Committee and the American River Folk Society, which is the parent organization for KFOK Community Radio on the Georgetown Divide. I have also been the featured speaker for the Association of Fundraising Professionals California Capital Chapter (AFPCCC) – El Dorado County Extension.

Other El Dorado County community organizations I am currently involved with include:

EDC Visitor's Authority – since there is no “retreat center” association in EDC, I attend the Visitor's Authority meetings to find out what is going on with marketing county wide and how Reverie Retreat can partner with what the county is doing. I conceived of and instituted a new quarterly Tourism mixer so that people who work in recreation and tourism in our county have a regular forum to meet each other and share information. Each one is sponsored by a different EDC membership association that is tourism-related. The first one took place in March, 2019 at Hwy 50 Brewery and was sponsored by EDC Farm Trails. The next one in June

will be sponsored by EDWA, and the one in September by the Placerville Downtown Association.

SOFAR – Chili Bar to Georgetown Fuels Reduction Steering Committee – I am a member of this committee to create a map and list of priority projects for landscape level fuels reduction on the Georgetown Divide. We are currently working on identifying the priority project areas that could be accomplished in the next five to ten years and reaching out to the various landowners and agencies (private landowners, U.S. forest service, BLM, state park, Cal Trans, PG&E, GDPUD, etc.) to obtain full cooperation and buy-in. Our goal is to have the priority list with implementation plans ready for the next funding grant cycle in August, 2019 so we can apply for significant grant money to complete the projects.

Georgetown Divide Fire Safe Council – As Chair, I work with our board and community members to coordinate fire prevention, fuels reduction/treatment, and community education activities throughout the Georgetown Divide. This is a newly formed council. I worked with several members of the community together to form this new council in the fall of 2019. Our first order of business was to apply for a grant of \$750,000 to do fuels treatment along four evacuation corridors, and we have planned a full calendar of community outreach activities for 2019.

El Dorado County Fire Safe Council – I am also a board member of the EDC Fire Safe Council.

Women’s Fund – I joined the Women’s Fund in June, 2016, and became a member of the Grants Committee in September 2017. It is a two-year term. The Grants Committee selects the finalists for grant awards for the full membership to vote on, so this has given me the opportunity to learn about a wide range of nonprofit organizations and activities going on in the County.

Farm Trails – I am a member of Farm Trails and served as the (pro bono) facilitator of the Farm Trails Board Retreat early in 2018, as well as an advisor on a recent grant application to the USDA for Farmers Market activities and marketing for increasing agritourism in El Dorado County.

I am seeking appointment to the Community Economic Development Advisory Committee for several reasons:

- 1) I am small business owner in the process of developing a business that encompasses three of the county’s strategic economic development areas: recreation, tourism, and agriculture. I am still in the process of navigating the various County departments so I can bring real-time experience and insight into how the County is currently operating on-the-ground, with the hope of improving the process over time to help attract other businesses.

- 2) I am particularly interested in the issue of affordable housing for low and moderate income households. As someone who lived in the Bay Area for 25 years and worked in homelessness and housing issues, I saw first-hand how public policy, zoning, and NIMBYism contributed to the rising and now astronomical housing costs in the area. It wiped out the ability of the middle class to prosper, and I am very worried that El Dorado County is headed down the same path if we don't make a concerted effort to build housing that is affordable for people of various economic means.
  
- 3) I am very interested in marketing and promotion of the county's recreation, tourism, and agricultural opportunities, and would bring my experience and ongoing involvement with the Visitor's Authority and other tourism businesses in the County.

I offer my service to the Community Economic Development Advisory Board in the spirit of cooperation and advancement, recognizing that much valuable work has been done by many, many community members and County staff to this point. I would like to be a part of building on that momentum to make our County even more economically viable and prosperous for everyone who lives or would like to live, work, and develop a business here now and in the future.

Thank you for your consideration.