



Public Comment #38
County of El Dorado Clerk of the Board <edc.cob@edcgov.us>
BOS RCVD 3/8/21

March 9, 2021 Board of Supervisors meeting date Agenda Item # 21-0349

1 message

Jenna Hoyt <jenna@koyucorp.com>
To: EDC COB <edc.cob@edcgov.us>

Fri, Mar 5, 2021 at 5:40 PM

Dear Board Members

Please find my attached Letter of support to keep funding the California Welcome Center.

Best Regards-

Jenna Hoyt

General Manager

Holiday Inn Express & Suites El Dorado Hills

4360 Town Center Blvd.

El Dorado Hills, CA 95762

P: 916-358-3101 F: 916-358-3112

Front Desk: 916-358-3100

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CWC VIP Letter of Support Holiday Inn Express & Suites .pdf

442K

March 5, 2020

Kim Dawson
Clerk of the Board
County of El Dorado
edc.cob@edcgov.us

Re: **March 9, 2021** Board of Supervisors meeting date
Agenda Item # **21-0349**

To the Clerk of the Board,

I support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

I strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,



Jenna Hoyt

General Manager

Holiday Inn Express & Suites – El Dorado Hills

916-358-3101

Jenna@koyucorp.com



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

March 9, 2021 BOS Meeting, Item 21-0349, Tot fund request by Lake Valley Fire Protection District

1 message

Donarae Reynolds <donarae.reynolds@gmail.com>

Sat, Mar 6, 2021 at 8:46 AM

To: bosone@edcgov.us, bostwo@edcgov.us, The BOSTHREE <bosthree@edcgov.us>, bosfour@edcgov.us, The BOSFIVE <bosfive@edcgov.us>, edc.cob@edcgov.us

March 6, 2021

El Dorado County Board of Supervisors

RE: March 9, 2021 meeting, Page 20, item 21-0349, use of Transient Occupancy Tax (TOT)

Dear Board of Supervisors:

I live in El Dorado County in the Lake Valley Fire Protection District. I would like to urge the Board to fund the requests "in full" that have been made by our Fire District.

Our Firefighters need additional personnel and apparatus to respond to emergencies quickly and effectively. The high numbers of tourists and visitors to the County area of Lake Tahoe and the VHRs in our neighborhoods tax our Firefighters to the max. We taxpayers should not have to carry the burden of the Fire District's responses to our tourists.

I believe that the Tenant Occupancy Taxes should be used to enhance and support our Fire District, and other critical services. Our Fire District desperately needs financial support, so please bring this revenue back into our community. It is only fair.

Please support our Lake Valley Fire Protection District. They do an amazing job, and they need your help.

Thank you.

Respectfully submitted,

Donarae Reynolds
2882 Lodgepole Trail
South Lake Tahoe, CA 96150
(530) 304-3262
Donarae.Reynolds@gmail.com



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Welcome Center in El Dorado Hills

1 message

DeeDee Riley <driley@golygon.com>

Fri, Mar 5, 2021 at 8:38 PM

To: edc.cob@edcgov.us

Hi Kim,

Please see my attached letter in support of continuing funding of the California Welcome Center in El Dorado Hills.

It is such an asset to our community and our County as a whole. I would hate to see all the work of the last few years to build it, be thrown out.

Respectfully,

DeeDee Riley

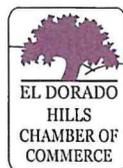
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EDCAR Director & Top Achiever

Lyon Senior Executive

Mobile: 916.225.2719

Email: driley@golygon.comWebsite: DeeDeeRiley.comMy Blog: [El Dorado Hills Homes and News](#)[Search for Homes by Address, City, Zipcode, MLS#, School or Neighborhood!](#)[What's My Home Worth](#)

The highest compliment you can give me is your referrals of family, friends and colleagues. Thank you for your trust.

DISCLAIMER - "I have not verified any of the information contained in documents prepared by others.



Letter on behalf of the Welcome Center in EDH.pdf

44K



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

March 9, 2021 Board of Supervisors meeting date Agenda Item # 21-0349

1 message

Cathey Cort <ccort@adsuptoday.com>
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sat, Mar 6, 2021 at 10:18 AM

March 5, 2020

Kim Dawson

Clerk of the Board

County of El Dorado

edc.cob@edcgov.usRe: **March 9, 2021** Board of Supervisors meeting dateAgenda Item # **21-0349**

Dear Kim,

I sincerely hope you will continue the funding for the California Welcome Center program to promote tourism in El Dorado County and attract visitors from out of our state and the rest of the US, along with International travelers. Resources at the center have also inspired locals and newcomers to explore other areas within our area.

The California Welcome Center in El Dorado Hills provides valuable partnerships for our county, sending people "up the hill" to visit our wineries, breweries, shopping areas, restaurants, recreational opportunities, as well as lodging.

I have watched the center develop and grow since inception, and am very impressed of what it has to offer. It would be well worth it for you do to visit the impressive facility if you have not already done so. I strongly urge you to include the contract funding for the Welcome Center in your budget in order to promote tourism throughout the county. It would be a shame not to do so.

Sincerely,

Cathey Cort, Placerville

*Cathey Cort***AdsUp!**

530 621-3844

www.adsuptoday.com



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

March 9, 2021 Board of Supervisors Meeting, agenda item 21-0349

1 message

Seymour, Kelly <Kelly.Seymour@blueshieldca.com>
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>
Cc: Debbie Manning <debbie@eldoradohillschamber.org>

Sat, Mar 6, 2021 at 10:33 AM

The California Welcome Center – El Dorado Hills and the El Dorado Hills Chamber of Commerce truly appreciate your time and support to help continue this invaluable and beloved asset of our County since 2010.

Kelly Seymour
Senior Manager, IT Customer Services
Work | 916.350.3995 cell | 916.817.9993
kelly.seymour@blueshieldca.com



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**CWC VIP Letter of SupportKS.docx**

14K

March 6, 2020

Kim Dawson
Clerk of the Board
County of El Dorado
edc.cob@edcgov.us

Re: **March 9, 2021** Board of Supervisors meeting date
Agenda Item # **21-0349**

To the Clerk of the Board,

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In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

I strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Kelly Seymour
El Dorado Hills Chamber Board member



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

California Welcome Center

1 message

Pat Ghiglieri <bnpretired@gmail.com>

Sat, Mar 6, 2021 at 10:51 AM

To: edc.cob@edcgov.us

It has come to my attention that there is a consideration to cut all funding for the California Welcome Center in El Dorado Hills.

I have been privileged to be a volunteer each Tuesday morning for the past 8 years at the Welcome Center. I have seen the growth in visitors during that time, multiple ones from across the "deep blue sea." And many of them are returning visitors who come to see our brochures and now plan their actual visits based on what we offer. I have worked with visitors from Germany, France, England, Holland, and Italy to name a few. Also, we have visitors from across the USA, also coming into the center, because they saw our signage on the freeway and came to check us out. I would say at least half of the visitors in the summer are headed to Lake Tahoe. My entire life has been spent vacationing at Lake Tahoe and I am able to provide these visitors with many suggestions for meals, sightseeing, hiking, and of course a drive around the lake.

Another set of visitors are our grandparents and parents of 4th grade students, who have a requirement to learn California History. Many years ago this project was only on the California Missions. However throughout the years this has changed so the student learns a little bit about ALL of California and its diverse culture, agricultural, forests, National Parks, etc. The students often also come as they are completing their projects just to see our state map, pick up some postcards for the final pictorial presentation they must do, and perhaps find more brochures they can add to their project of areas they did not know about within El Dorado County and throughout the state. Since I worked in education for over 40 years, it has been a real pleasure to work with these families and students. We have also prepared bags for the 4th grade teachers for reference materials for themselves and the parents as this project progresses.

I have recommended locations within El Dorado County, depending up the visitors vision and needs as they are thinking about relocating into El Dorado County. .

We also provide Welcome bags to new homeowners with El Dorado County and these are always gratefully accepted.

All our volunteers are knowledgeable of California and can assist the visitors. Our paid staff is also extremely knowledgeable and helps whenever called upon to assist.

One of the most popular recommendations to our older male visitors in the hardware store in Placerville! Of course the women also enjoy this location too!!!

The California Welcome Center in El Dorado Hills provides a unique experience to all who visit. Please allow us to continue our outreach to visitors.

Patricia Ghiglieri
6049 Creekberry Way
El Dorado Hills, Ca 95762
916 212-7111



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

March 9, 2021 Board of Supervisors Meeting Date - Agenda Item # 21-0349

1 message

Bill Knox <agedwell@gmail.com>
To: edc.cob@edcgov.us

Sat, Mar 6, 2021 at 12:44 PM

March 6, 2021

Dear El Dorado County Clerk of the Board:

Re: March 9, 2021 El Dorado County Board of Supervisors Meeting Date Agenda Item # 21-0349

Value defines the importance of the California Welcome Center El Dorado Hills in numerous ways. To grasp that in terms of importance to not only El Dorado County visitors, residents, businesses and government, let's first define what the word means in relation to the California Welcome Center El Dorado Hills:

- **Value:** *To hold in high estimation. Worth, usefulness. Values are important because they help us to grow and develop.* Visitors to the California Welcome Center El Dorado Hills, local as well from out of town/state/country frequently tell the staff and volunteers/travel concierges that "we are the best".
- **Value:** The staff and volunteers/travel concierges at the California Welcome Center El Dorado Hills take enormous pride in what they do daily helping all people explore, become familiar with our County, it's attractions, beauty and businesses.

- **Value:** The California Welcome Center El Dorado Hills is definitely a strong component in contributing to the County's businesses, tourism and economic development.

- **Value:** The California Welcome Center El Dorado Hills literally puts the County on the map, not only locally, but especially for the benefit of visitors from California, other states and around the world.

- **Value:** California Welcome Centers are essential programs of *Visit California* and are tied to the *Tourism Assessment Program*.

- **Value:** To better understand what a California Welcome Center is: "Anyone who has traveled to an unfamiliar area with the intention of experiencing as much as possible knows how invaluable the knowledge of a local can be. There is no better resource, and having it can make a difference between a ho-hum trip and a truly memorable one". That is definitely what our Welcome Center is and has been daily since 2011.

- **Value:** "It's the mission of each of the California Welcome Centers throughout the state to enable all visitors to have the best experience possible, and they take that local-is-best approach to heart. Each one is staffed with volunteers "personal travel concierges", knowledgeable experts, who are ready to provide information that will enhance and enrich guests/visitors visits no matter what the focus – arts, local culture, etc."

- **Value:** Related to the above:
 - During my time as a volunteer/personal travel concierge at the California Welcome Center El Dorado

Hills since 2011, it's been my pleasure to encounter and help numerous visitors – local and around the world – all of whom have expressed their pleasure and appreciation for our being here and helping them any way possible. To me, meeting and helping a wide variety of people is extraordinarily important. The personal interaction, along with emphasizing the values, beauty and history of our local region and county, is very rewarding, to say nothing of essential to our economy and vitality.

- **Value:** Finally, ***a California Welcome Center extends the reach and impact of El Dorado County throughout California as well as global marketing.*** If the County defunds the California Welcome Center El Dorado Hills, the impact would be devastating and would wipe out all the **Values** referenced above.

Sincerely,

Bill Knox

Proud Volunteer/Travel Concierge

California Welcome Center El Dorado Hills

Bill Knox
agedwell@gmail.com
(916) 941-3972
Cell: (707) 290-6167



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Letter to BOS re: California Welcome Center EDH

1 message

Sherri Pellegrini <Sherri@eldoradohillschamber.org>

Sat, Mar 6, 2021 at 2:30 PM

To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

It has come to my attention that there is a consideration to cut all funding for the California Welcome Center in El Dorado Hills.

I have been privileged to be a volunteer each Tuesday morning for the past 8 years at the Welcome Center. I have seen the growth in visitors during that time, multiple ones from across the "deep blue sea." And many of them are returning visitors who come to see our brochures and now plan their actual visits based on what we offer. I have worked with visitors from Germany, France, England, Holland, and Italy to name a few. Also, we have visitors from across the USA, also coming into the center, because they saw our signage on the freeway and came to check us out. I would say at least half of the visitors in the summer are headed to Lake Tahoe. My entire life has been spent vacationing at Lake Tahoe and I am able to provide these visitors with many suggestions for meals, sightseeing, hiking, and of course a drive around the lake.

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One of the most popular recommendations to our older male visitors in the hardware store in Placerville! Of course the women also enjoy this location too!!!

The California Welcome Center in El Dorado Hills provides a unique experience to all who visit. Please allow us to continue our outreach to visitors.

Patricia Ghiglieri

6049 Creekberry Way

El Dorado Hills, Ca 95762

916 212-7111



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Board of Supervisors Meeting, March 9, 2021 Agenda Item #21-0349

1 message

David Williamson <Dave@frifs.com>
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 10:53 AM

Kim Dawson
Clerk of the Board
County of El Dorado

Ms. Dawson,

I am writing as I have learned that the County's staff is recommending the County cease support for the California Welcome Center. Based upon the numbers, the ROI of this investment has been quite favorable and is expected to continue as such. Since the County is dependent on tourism for an important source of revenue, this recommendation makes no sense at all.

I know several non-EDC residents who have used the Welcome Center for information which led them to **spend money here**. I have used it myself to find places to take visitors and have found shops, restaurants, and wineries, which we didn't know about, along the way.

Closing the EDH Welcome Center would be a sad day for El Dorado County.

Best Regards,

Dave



David A. Williamson MBA, LUTCF, CLTC

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dave@frifs.com www.frifs.com

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County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

TOT

1 message

Joseph Arton <josepharton@sbcglobal.net>
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 4:30 PM

Dear Board of Supervisors,

I am a resident of the Lake Valley Fire Protection District and I support the Board funding our Fire District's requested needs with TOT revenue. I have personally been impacted by the high numbers of tourists and visitors to our area of the County and by the VHRs in our neighborhoods. Our Firefighters need additional personnel and apparatus to respond quickly and effectively to emergencies for visitors and residents alike. As taxpayers we are shouldering the burden of these responses to tourists not only for those coming up for the day, but also those staying in VHRs. The number of people visiting our area has continued to grow as TOT dollars have been funneled for years into promotions to entice visitors to come to Lake Tahoe. Please fund the requested needs IN FULL for our Fire District and bring that revenue back into our community that so desperately needs it.

Thank you.
Joe Arton



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Agenda Item #21-0349

1 message

Kevin.J.Barri@wellsfargo.com <Kevin.J.Barri@wellsfargo.com>
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 8:55 AM

March 5, 2020

Kim Dawson
Clerk of the Board
County of El Dorado
edc.cob@edcgov.usRe: **March 9, 2021** Board of Supervisors meeting date
Agenda Item # **21-0349**

To the Clerk of the Board,

I support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

I strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Kevin Barri
Board Chair, El Dorado Hills Chamber of Commerce
SVP, Region Bank President
Wells Fargo Bank[Kevin Barri](mailto:Kevin.Barri@wellsfargo.com)Region Bank President
Capital Foothills RegionWells Fargo Community Bank | 1110 Iron Point Road, Suite 250 | Folsom, CA 95630
MAC A0781-025
Office 916.985.5359 | Cell 530.409.7432 | Fax 916.294.0397Kevin.J.Barri@wellsfargo.com

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County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

3/9/21 Agenda Item #21-0349

1 message

Bill Fish <billfish47@aol.com>

Mon, Mar 8, 2021 at 9:59 AM

To: edc.cob@edcgov.us

Ms. Dawson:

Attached please find a comment for the above Agenda item.

Thank you

Bill Fisher

<u>PACIFIC STATES</u>	<u>William J. Fisher</u>
<u>DEVELOPMENT</u>	<i>991 Governor Drive, Suite 103, El Dorado Hills, CA 95762</i>
<u>CORPORATION</u>	Office (916) 933-6601 Fax (916) 933-6603 Cell (916) 717-0291

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PACIFIC STATES
DEVELOPMENT
CORPORATION

March 8, 2021

Kim Dawson
Clerk of the Board
County of El Dorado
edc.cob@edcgov.us

RE: **March 9, 2021** Board of Supervisors meeting date
Agenda item **#21-0349**

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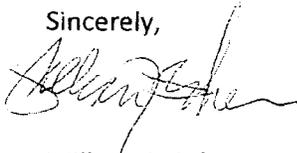
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I recognize these may be difficult times for local government budgets. However, upon review of the El Dorado Hills Chamber's analysis in support of maintaining the California Welcome Center's financial support, the conclusion is clear that this Center provides substantial return on the County's investment in the Center, both economically and otherwise. To cancel the County's contribution at this time appears to be "pennywise, but pound foolish".

Thank you for your consideration.

Sincerely,



William J. Fisher
President

WJF/dm

991 GOVERNOR DRIVE, SUITE 103

EL DORADO HILLS, CA 95762

(916) 933-6601

FAX (916) 933-6603



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

3-9-2021 BOS Agenda Item Allocation of TOT Funding for Fiscal 2021-2022

Joe Harn <joe.harn@edcgov.us>

Mon, Mar 8, 2021 at 11:31 AM

To: The BOSFOUR <bosfour@edcgov.us>, The BOSFIVE <bosfive@edcgov.us>, The BOSTWO <bostwo@edcgov.us>, The BOSONE <bosone@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>

Cc: Donald Ashton <don.ashton@edcgov.us>, EDC COB <edc.cob@edcgov.us>, Kim Dawson <kim.dawson@edcgov.us>, Sue Hennike <sue.hennike@edcgov.us>, David Livingston <david.livingston@edcgov.us>, John Hidahl <john.hidahl@edcgov.us>, Tiffany Schmid <tiffany.schmid@edcgov.us>, Angela Nicholson <Angela@eldoradohillschamber.org>, Debbie Manning <debbie@eldoradohillschamber.org>, Laurel Brent-Bumb <chamber@eldoradocounty.org>

Dear Board Members,

I support a \$110,000 appropriation for the EDH Chamber-California Welcome Center.

If your Board wants to make significant changes to the way the County promotes economic activity in the future, I am willing to assist your Board if I am requested to do so.

If your Board wants to discuss requiring increased accountability on the part of TOT Funding recipients in the future, I am willing to assist your Board if I am requested to do so.

Joe Harn
Auditor-Controller
El Dorado County



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Fwd: California Welcome Center

The **BOSONE** <bosone@edcgov.us>
To: County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 3:53 PM

Please forward to all Supervisors.

Cindy Munt

Assistant to Supervisor John Hidahl, District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
[CLICK HERE](#) to follow Supervisor Hidahl on Facebook
[CLICK HERE](#) to visit Supervisor Hidahl's web page

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

From: **Steve Ferry** <steve@stevferry.com>
Date: Sun, Mar 7, 2021 at 8:16 AM
Subject: California Welcome Center
To: John Hidahl <bosone@edcgov.us>

As you know, on Tuesday there will be a discussion and most likely a vote on continuing to fund the CA Welcome Center using TOT dollars. I believe that the Welcome Center is a lot like the Sales Force for the county. No business cuts its sales staff and government should not either.
Please vote to retain the California Welcome Center funding.

Steve Ferry
steve@stevferry.com
916-468-3300