



# County of El Dorado

Economic Development  
330 Fair Lane  
Placerville, CA 95667  
(530) 621-5595

## Minutes - Draft Community & Economic Development Advisory Committee

*Maryann Argyres, Chair, District III*  
*Noah Briel, District I*  
*Eva Robertson, District II*  
*Roberta Long, District IV*  
*David Orr, District V*  
*Charlie Downs, At-Large Member*  
*Linnea Marengo, At-Large Member*  
*Kris Payne, Alternate, At-Large Member*

### Staff

*Jeffrey B. McLaughlin, Economic Development Manager*

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Thursday, December 17, 2015

1:00 PM

Placerville Library Meeting Room  
345 Fair Lane, Placerville, CA 95667

South Lake Tahoe Teleconference Facility:  
Dept. of Transportation - Engineering  
2nd Floor Conference Room  
924 B Emerald Bay Road  
South Lake Tahoe, CA 96150

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### CALL TO ORDER AND ROLL CALL

**Present:** 6 - Maryann Argyres, Roberta Long, Noah Briel, Eva Robertson, Kris Payne and Linnea Marengo

**Absent:** 2 - Charlie Downs and David Orr

### ADOPTION OF THE AGENDA AND APPROVAL OF THE MINUTES

- 1. 15-1442** Staff recommending the Committee adopt the agenda of the December 17, 2015, meeting and approve the meeting minutes from the regular meeting of November 19, 2015.

**Attachments:** [A - Draft Minutes 11-19-15](#)

Motion by L. Marengo, second by K. Payne to adopt the Agenda. Motion carried. Motion by N. Briel, second by L. Marengo to approve the Minutes from the regular meeting of November 19, 2015. K. Payne abstain. Motion carried.

### OPEN FORUM

*No public comment.*

### SUBCOMMITTEE AND MEMBER UPDATES (CEDAC)

*No reports.*

### CONNECTIONS-ONE STOP WORKFORCE DEVELOPMENT UPDATE

2. **15-0060** Receive update from Health and Human Services Agency, Connections-One Stop Workforce Development, and consider any action for topics discussed.

*Jenny Wilson. No action taken.*

### LONG RANG PLANNING UPDATE

3. **15-0059** Receive update from the Community Development Agency, Long-Range Planning Division regarding the Targeted General Plan Amendment and Zoning Ordinance Update (TGPA-ZOU), and consider any action regarding same, including establishing ad hoc subcommittees for topics discussed.

*David Defanti and Shawna Purvines. No action taken.*

### DISCUSSION ITEMS

4. **15-1122** Discussion regarding economic development marketing strategy for El Dorado County, and consider any action regarding same, including establishing ad hoc subcommittees for topics discussed.

**Attachments:** [Palm Desert Marketing Plan.pdf](#)  
[Top 10 Reasons.pdf](#)  
[Lake Strategic Marketing Plan 2011-13.5](#)  
[Madera Marketing](#)  
[SantaRosa Marketing](#)  
[12-17-15 Notes on Marketing Plans](#)

*No action taken.*

5. **15-1460** Receive update from CAO/Economic Development staff concerning status of County grant development program recommended by CEDAC in 2013. Consider any actions regarding same, including establishing ad hoc subcommittees for topics discussed. (Est. time 10 min.)

*No action taken.*

6. **15-1459** Receive an update and information from CAO/Economic Development staff regarding the Board of Supervisors Economic Development Strategic Plan Framework; discuss role of CEDAC in the process. Consider any action regarding same, including establishing ad hoc subcommittee for topics discussed. (Est. Time: 10 min.)

*Sherman Fox. No action taken.*

7. **15-1441** In accordance with Policy 10.1.1.1 of the Economic Development

Element of the County General Plan discuss annual review of the Economic Development Element regarding the status of accomplishments in the past year; discuss the 2016 CEDAC Action Plan identifying top economic development priorities in the coming year, establishing goals and objectives to reflect those priorities and incorporating relevant goals of the Strategic Plan Framework for presentation to the Board of Supervisors in 2016, and consider any action regarding same, including establishing ad hoc subcommittees for topics discussed. (Est. Time: 45 min)

*Discussion continued to 1/28/16 meeting agenda. No action taken.*

#### **ECONOMIC DEVELOPMENT DIVISION UPDATE**

*Jeff McLaughlin.*

#### **ADJOURNMENT**

*Meeting adjourned at 4:07 p.m.*