

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

Return to: Clerk of the Board of Supervisors
County Government Center
330 Fair Lane, Placerville, CA 95667
e-mail: edc.cob@edcgov.us

DATE RECEIVED

Copy to Supervisor - District _____

INSTRUCTIONS: Please complete each item below. Be sure to enter the title of the Board, Commission, or Committee (only one per application please) for which you desire consideration. For more complete information or assistance contact the Clerk of the Board of Supervisors' Office. This application shall be maintained for a period of one year only. After one year it is necessary to file a new application for another year of eligibility. **Please print in ink or type.**

1. Board/Commission Applying for: Community Economic Development Advisory Council	2. Today's Date: 07/24/2018
3. Name: Johnston Tamara [redacted] Last First Middle	4. E-Mail Address: [redacted]
5. Address: [redacted] [redacted] Number Street Garden Valley 95633 City Zip Code	6. Telephone: [redacted] Home [redacted] Business
7. Occupation/Title: Fundraising Consultant/Owner, Reverie Retreat	Employer: Self
8. List all County board, commissions or committees of which you are now or have been a member. Indicate dates of service. SOFAR - Chili Bar to Georgetown Fuels Reduction Steering Committee - June 2018 to present EDC Visitor's Authority - Member	
9. Summary of qualifications related to group(s) listed above. (What experience or special knowledge do you bring to your area of interest?) Please see attached.	
10. Affiliations with professional and/or community groups: El Dorado County Democratic Central Committee - January 2017 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; EDC Chamber of Commerce; Divide Chamber of Commerce	
11. Why do you seek appointment? Please see attached.	
12. Additional Information: Give any information explaining your qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for above Board, Commission, or Committee. Attach additional sheets as necessary. Please see attached.	
13. Indicate Supervisor who will receive a copy of this application: Michael Ranalli	

Appointees to Boards, Commissions or Committees are not considered to be County employees for purposes of benefits, such as Workers Compensation, health insurance, etc.

Tamara Johnston



07/24/2018

Signature of Applicant

Date

Tamara Johnston

**Application to the
Community Economic Development Advisory Committee
July 24, 2018**

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. earlier in my career. 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 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 am also working with Jody Franklin to begin 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. The goal is to begin these in 2019 following the tourism summit in January.

SOFAR – Chili Bar to Georgetown Fuels Reduction Steering Committee – I am a member of this newly formed 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 June, 2019 so we can apply for significant grant money to complete the projects.

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 the recent (2018) 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.

- 4) I believe that there should be representation from all corners of the County on the CEDAC board – at present I don't think there are any members who live on the Georgetown Divide.

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.