

June -----

Honorable Ron Mikulako
Honorable Shiva Frentzen
Honorable Brian Veerkamp
Honorable Michael Ranalli
Honorable Sue Novasel
and
El Dorado County CAO, Don Ashton
El Dorado County ACAO, Shawne Corley

El Dorado County Board of Supervisors
330 Fair Lane, Building A
Placerville, California 95667

Re: CEDAC Communications and Marketing committee Ad Hoc meeting update

Honorable Members of the Board of Supervisors,

The Community and Economic Development Committee (CEDAC) created a 2016 Action Plan and presented it to the Board of Supervisors on April 5 of this year. The Board provided input and asked that future refinements and recommendations be brought back for consideration. The **Communication and Marketing Ad Hoc committee** has been established to research the best ways to accomplish necessary goals.

The two Action Plan items this Ad Hoc committee has focused on include:

- #1. Identify and promote new economic development opportunities that exist in the Zoning Ordinance following the recent approved changes. The many opportunities include:
 - Home-based business
 - Expansion of the Ag Districts
 - A Rural Commercial zone (CRU)
 - Ranch marketing on Ag grazing lands
 - Right to Farm ordinance aligned with state law
 - Ag Homestays, Guest Ranch and Health Resort, and Retreat Center
 - Ag Support Services: e.g. veterinary clinics, custom farming services, Ag-related building supply, feed and farm supply stores
- #5. Preserve and expand collaboration with Chambers of Commerce to share news and recognize business needs. The potential partnering can include:
 - Expand and enhance “Buy Local” programs
 - Develop marketing material
 - Identify and utilize the most effective communication tools
 - Develop an array of marketing tools to promote El Dorado County to a myriad of potentially interested target markets.

The close relationship between these two action items made combining their goals an easy choice. The new abilities to expand economic opportunities and the need to promote them immediately presented a nexus with the Chamber's ability to get out the word.

The CEDAC Communication and Marketing Ad Hoc committee believes the opportunities that are part of the Zoning Ordinance update have not been publicized, limiting the huge economic benefits these uses will bring. There is also a critical need for county staff to become knowledgeable in how to support the new zoning changes and assist in implementing them. Successful interactions with those interested in pursuing these types of enterprises are essential.

Before any effective results can be achieved, the following is necessary:

In discussing this rich potential to improve county economic benefits, the committee came to the conclusion that there is an abundance of various print and electronic outreach materials that have already been created. The County has invested in the development of print ads, brochures, commercials, short films and other marketing efforts. However, there exists a dramatic disconnect between how to improve the quality of the materials, and most importantly how to publicize the materials to the locals...and the world!

There is no current position with the needed expertise or mandate to accomplish even the most rudimentary of marketing and publicity needed to ensure success. It became clear to committee members that it is time for El Dorado County to recognize we are in the 21st Century, and to embrace a critical position gaining recognition in the business world – a

Marketing Technologist.

Marketing is rapidly becoming one of the most technology-dependent functions in business today. A Marketing Technologist is part Public Information Officer and part Marketing Manager. The job is tasked with aligning marketing messages with marketing technology and business goals, serving as a liaison to IT, and evaluating and choosing the best technology providers to ensure the intended market is reached. We are in a new age and need to step up to our potential.

This critical marketing position would interact with the County IT Director to ensure the necessary technical upgrades are available to push our message locally and to the greater world. Yes, the world. Think "World Gold Panning Championships". The days of press releases and website dependence are long gone. The world is intimately connected to social media and all the iterations of it. This person must understand how communication is delivered and most importantly understand there are an almost unlimited number of eyes and ears looking for it.

The Communication and Marketing Ad Hoc committee strongly requests the county consider and follow through with these recommendations. The following provides some of the things this new position would provide the county:

Some of the attributes and abilities of a Chief Marketing Technologist:

- Use strategy, technology, marketing and analytical expertise to leverage the vast amount of market data from diverse sources (i.e. web analytics, customer databases, marketing campaigns and trending social media.)
- Deliver coordinated and measurable marketing campaigns across multiple channels.
- Eliminate subjective marketing strategies and replace them with data and technical analysis that clearly identify the return on investment for all marketing initiatives.
- Turn social media into actionable insight.
- Deliver coordinated and multi-platform messaging.
- Measure market performance.
- Part strategist, part creative director, part technology leader and part teacher.
- Align marketing technology with business goals and evaluate choosing technology providers.
- Set a technology vision for marketing and are a change agent to create a competitive advantage.

In the current digital world, software is the chief means for effective communication. It is critical to choose the correct software, understand the best way to use it and most importantly, creatively apply it.

In summary, CEDAC's **Communication and Marketing Ad Hoc committee** is excited about the opportunity to share with the world the beauty and wonder of El Dorado County as the best place to live, work and play. The message is an easy one to create, and pushing our message out to the world using actionable, coordinated, and multidimensional messaging tools is the only way there will be a true measurable success of any investment of public funds toward the stated Board goal to inspire Economic Development in El Dorado County.

Very truly yours,

Maryann Argyres
CEDAC chairperson

Ad Hoc Committee members:

Linnea Marengo
Roberta Long
Maryann Argyres

(Sent via email, original to follow)