



*Public Comment # 33*  
County of El Dorado Clerk of the Board <edc.cob@edcgov.us>  
*BOS RCD 2-17-22*

**Board of Supervisor Meeting 2/22/22**

**Colette Thiel** <Colette@thielhomes.com>  
To: County of El Dorado Clerk of the Board <edc.cob@edcgov.us>  
Cc: Donald Ashton <don.ashton@edcgov.us>

Thu, Feb 17, 2022 at 12:21 PM

Attached you will find a letter to the BOS from the Shingle Springs Cameron Park Chamber of Commerce. This is in relation to agenda item 33 for the meeting on 02/02/22.

I will be on the Zoom meeting and hope to be able to speak during the public comments section.

Please confirm receipt.



**Colette Thiel, President of  
Cameron Park Chamber of  
Commerce &  
Broker/Owner**

Thiel Real Estate & Property  
Management

DRE#01455972

Phone: 877-805-7348

Mobile: 805-501-4872

Email: [colette@thielhomes.com](mailto:colette@thielhomes.com)

[www.thielhomes.com](http://www.thielhomes.com)



**Where you are ALWAYS treated like part of the family!**



**Letter to BOS 021722.pdf**  
372K



February 17, 2022

Board of Supervisors  
330 Fair Lane  
Placerville, California 95667

Dear Supervisors:

The Shingle Springs/Cameron Park Chamber of Commerce, incorporated on February 27, 1968, is requesting distribution of Transient Occupancy Tax funds to the Chamber in the amount of \$30,000 to assist in encouraging economic development in the County by supporting and promoting tourism, entertainment, business growth and travel.

The Shingle Springs and Cameron Park areas are home to 2 hotels and many VRBO/AirBnb properties from which the County currently receives transient occupancy tax fees. The occupancy in these establishments provides opportunities for tourists to eat at our restaurants, shop in our stores, visit local wineries and spend their money in our County.

As with the other Chambers of Commerce in El Dorado County, the Shingle Springs/Cameron Park Chamber should share in the Transient Occupancy Tax revenues collected by the County for the following reasons:

- The Chamber office is open every Monday through Friday, 11:00 am to 4:00 pm, with paid staff to answer questions and provide information to residents and tourists alike.
- Maps, brochures and business cards that promote El Dorado County businesses are readily distributed to help visitors find exactly what they need to make traveling easy and fun, together with appropriate material that highlights El Dorado County and its many tourism assets.
- The Chamber's website with information regarding tourism in El Dorado County is rigorously maintained and constantly updated.
- Visitor requests for information, whether in person, via the Internet or by telephone are fulfilled in a timely manner.

The funds received will go to maintaining the above activities as well as implementing the following:

- The Chamber's hours of operation would be increased to 9:00 am through 5:00 pm to be more accessible to tourists and keep the Chamber staffed to answer any questions and provide information as needed.
- The current Chamber website would be improved with more pages and information dedicated to tourism activities in El Dorado County with additional SEO opportunities.
- The new Chamber "Shop & Dine Local" marketing and promotion would be implemented.
- The Chamber could expand workforce and business development opportunities such as partnering with the Sierra Small Business Development Center to provide online training for businesses.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Colette Thiel".

Colette Thiel, President

Shingle Springs/Cameron Park Chamber of Commerce