



County of El Dorado

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

Minutes - Final 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

Thursday, November 19, 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

CALL TO ORDER AND ROLL CALL

Present: 6 - Maryann Argyres, Roberta Long, Charlie Downs, Eva Robertson, Linnea Marengo and David Orr

Absent: 2 - Noah Briel and Kris Payne

ADOPTION OF THE AGENDA AND APPROVAL OF THE MINUTES

Present: 6 - Maryann Argyres, Roberta Long, Charlie Downs, Eva Robertson, Linnea Marengo and David Orr

Absent: 2 - Noah Briel and Kris Payne

1. [15-1387](#) Staff recommending the Committee adopt the Agenda of the November 19, 2015, Meeting and approve the Meeting Minutes from the Regular Meeting of October 29, 2015.

Attachments: [10-29-15 CEDAC Minutes.pdf](#)

A motion was made by Robertson, seconded by Orr, to adopt the Agenda, moving Member Reports until later, and approve the Minutes from the Regular Meeting of October 29, 2015.

Yes: 6 - Maryann Argyres, Roberta Long, Charlie Downs, Eva Robertson, Linnea Marengo and David Orr

Absent: 2 - Noah Briel and Kris Payne

OPEN FORUM

None.

SUBCOMMITTEE AND MEMBER UPDATES (CEDAC)

N. Briel discussed the 2013 Board Policy for General Plan Amendment initiation process.

CONNECTIONS-ONE STOP WORKFORCE DEVELOPMENT UPDATE

P. Shervey discussed the September 2015 state unemployment and labor market report and Workforce Investment program activities.

DISCUSSION ITEMS

N. Briel arrived at 1:40 p.m.

2. [15-1388](#) Staff recommending the Committee receive an update from Economic Development Division on County-wide Marketing Strategy and consider any actions for topics discussed.

Attachments: [A - Palm Desert Marketing Plan 11-19-15.pdf](#)
[B - Lake Strategic Marketing Plan 2011-13.5.pdf](#)
[C - Madera_Marketing.pdf](#)
[D - SantaRosa_Marketing.pdf](#)

A motion was made by Marengo, seconded by Orr, to have an Ad Hoc Committee to discuss a marketing plan.

Yes: 7 - Maryann Argyres, Roberta Long, Charlie Downs, Noah Briel, Eva Robertson, Linnea Marengo and David Orr

Absent: 1 - Kris Payne

3. [15-1389](#) Staff recommending the Committee review the 2015 CEDAC calendar and approve the 2016 CEDAC calendar.

Attachments: [15-1389 Draft 2016 Mtg Calendar.pdf](#)

A motion was made by Robertson, seconded by Downs, to approved the 2016 meeting calendar for this group.

Yes: 7 - Maryann Argyres, Roberta Long, Charlie Downs, Noah Briel, Eva Robertson, Linnea Marengo and David Orr

Absent: 1 - Kris Payne

ECONOMIC DEVELOPMENT DIVISION UPDATE

ADJOURNMENT

Meeting adjourned at 2:37 p.m.