



County of El Dorado

330 Fair Lane, Building A
Placerville, California
530 621-5390
FAX 622-3645
www.edcgov.us/bos/

Legislation Details (With Text)

File #: 17-1113 **Version:** 1
Type: Agenda Item **Status:** Time Allocation
File created: 9/29/2017 **In control:** Board of Supervisors
On agenda: 11/7/2017 **Final action:** 11/7/2017
Title: Chief Administrative Office recommending the Board receive a demonstration from Staff on Buxton (a retail analytics tool). (Est. Time: 20 Min.)

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Buxton Report Brochure 11-7-17, 2. B - Demographic Comp by District 11-7-17, 3. C - Buxton SCOUT Presentation 11-7-17

Date	Ver.	Action By	Action	Result
11/7/2017	1	Board of Supervisors	Received and Filed	

Chief Administrative Office recommending the Board receive a demonstration from Staff on Buxton (a retail analytics tool). (Est. Time: 20 Min.)

DEPARTMENT RECOMMENDATION

Chief Administrative Office recommending the Board receive a demonstration from Staff on Buxton (a retail analytics tool). (Est. Time: 20 minutes)

DISCUSSION / BACKGROUND

During the June 20th budget discussions, the Board expressed interest in receiving a presentation from staff on the functionality of Buxton; an analytics tool that provides data that can assist in site selection, targeted marketing, consumer propensity, store performance, demographics, and sales tax leakage.

ALTERNATIVES

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

FINANCIAL IMPACT

N/A

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development and Good Governance

CONTACT

Don Ashton, Chief Administrative Officer