



# County of El Dorado

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## Legislation Text

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**File #:** 21-1495, **Version:** 2

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Chief Administrative Office recommending the Board appoint Supervisor Parlin and Supervisor Thomas to an Ad Hoc Committee to participate in revising the County's Ranch Marketing Ordinance.

**FUNDING:** N/A

### **DISCUSSION / BACKGROUND**

Recently, there has been an increase in the number of complaints received relative to violations of the Ranch Marketing Ordinance, and as a result, on April 13, 2021 the Board of Supervisors added the responsibility of updating this ordinance to the Planning & Building Departments list of priorities. Any efforts to update the ordinance will require coordination between the Planning & Building Department, Ag Department and Ag Commission, as well as possibly other departments. Due to the number of Board established priorities already identified in Planning & Building Department, as well as the anticipated workload impacts to address rebuilding efforts due to the Caldor Fire, there are simply insufficient staff resources to update the Ranch Marketing Ordinance at this time.

Considering the majority of ranch marketing concerns are in Supervisorial Districts 3 and 4, Supervisor Parlin and Supervisor Thomas are best suited to address this matter. In addition, both Supervisors have expressed the desire to work closely with the Ag Commission and the agriculture community to identify the primary concerns with the existing ordinance and potential changes for future consideration by the Board. It is anticipated that Supervisor Parlin and Supervisor Thomas will meet with members of the Ag Commission and the agriculture community to hear their concerns and then present those concerns and options for consideration by staff which would ultimately be brought to the Board of Supervisors for conceptual approval prior to moving forward.

### **ALTERNATIVES**

The Board could choose not to approve this recommendation which would result in any changes to the Ranch Marketing Ordinance being delayed for an undetermined amount of time.

### **PRIOR BOARD ACTION**

July 9, 2020 (20-0829)

### **OTHER DEPARTMENT / AGENCY INVOLVEMENT**

Ag Department  
Ag Commission

### **FINANCIAL IMPACT**

There is no financial impact associated with this recommendation.

### **CLERK OF THE BOARD FOLLOW UP ACTIONS**

N/A

### **STRATEGIC PLAN COMPONENT**

N/A

**CONTACT**

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