



# *The County of El Dorado*

## *Economic Development Advisory*

### *Commission*

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EL DORADO COUNTY ECONOMIC DEVELOPMENT ADVISORY COMMISSION  
Conference Room A, August 24, 2007, 1:00 PM

### **DRAFT MINUTES**

**I. Call to Order**-Meeting was called to order at 1:12 PM

<b>Present:</b> Chair, Rachel Michelin Vice Chair, Mike Owen Kevin Brown Shiva Frentzen Al Gianini Tom Heflin Dale Van Dam	<b>Guests:</b> Laurel Brent-Bumb Debbie Manning Carolyn Doty Judy Mathat Art Marinaccio MaryAnn Argyres Jan Wilcox Brent Smith George Hard Mark Nava Gail Saylor
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<b>Absent:</b> JoAnn Conner	<b>Staff:</b> Sam Driggers
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**II. Adoption of Agenda** - Adopted as presented.

**III. Approval of Minutes**- July 27, 2007-Approved

**IV. Open Forum** –

EDAC member, Mike Owen proposed the idea of establishing a Tourism Concierge Service along with how to best promote further coordination among the various recreation and tourism entities of El Dorado County. Mindful of the forthcoming El Dorado County Chamber of Commerce's presentation about their International Study Mission to Kelowna, British Columbia, further discussion was tabled until after that item. The Tourism Concierge Service item will be agendaized for a future EDAC meeting.

**V. Old Business –**

Members and guests reviewed the draft El Dorado County, Economic Development Strategy, provided feedback, and support for the documents three main elements.

Members discussed several points including resident surveys, Key Performance Indicators (KPI's), best practices from around Northern California, outreach to entrepreneurs and a name change for SEDD to SEDCORP. Motion approving the strategy by A. Gianini, second T. Heflin with all in favor.

Members spoke to the success of the Georgetown Community Forum, stating their approval of the revised format and turnout. Sam Driggers, Office of Economic Development presented highlights and will present a full account of findings at the September EDAC meeting. Members received support from Supervisor Santiago for a Thursday, November 8 Community Forum in South Lake Tahoe. Camino/Pollock Pines Community Forum scheduled for Thursday, February 21, 2008. (*President's Day is Monday, February 18, 2007*)

**V. New Business**

EDAC member Tom Heflin, EDAC representative to the Winery Ordinance discussion group, updated members about the ongoing Winery Ordinance stating that one sticking point – the “alternating proprietorship” issue – had been resolved. Upon completion of industry-county staff discussion, a draft Winery Ordinance will be presented (by Roger Trout) to EDAC for comment and final review, late 2007 or early 2008.

Sam Driggers provided members an update of the 2007-08 county Promotions Account RFP process. He discussed this year's process and timeline, review panel, and the inclusion of nationally and industry-wide recognized metrics for determining award success. The RFP filing deadline is 3 p.m. Friday, September 7, 2007.

EDAC member Shiva Frentzen talked about the need for and possible benefits of community signage, what was learned from Kelowna, British Columbia international study mission, and if pursued the need to coordinate requests for visibility with a county-wide brand marketing campaign. Members requested the community signage issue be agendaized for October 2007.

Members requested that a presentation from the Marble Valley Regional Center for the Arts occur prior to 2008.

The El Dorado County Early Care and Education Planning Council have requested to present to the EDAC prior to January 2008.

## **VI. Open Forum**

EDAC Member Dale Van Dam, Dean of Instruction at the El Dorado Center (FLC) provided members and guests a sneak peak of the forthcoming "After Action" trip report from the El Dorado County Chamber of Commerce's recently concluded International Study Mission to Kelowna, British Columbia, Canada.

Similar to El Dorado County, Kelowna is a locale with higher-than-median income, quality education, job growth opportunities, and better quality of life. The city worked methodically with its chamber of commerce to produce a strategic blueprint for successful commerce throughout the region. Today, Kelowna and its businesses continue to enjoy the successes of its economic development plans.

The El Dorado Study Mission to Kelowna enabled attendees from around the region to meet with local dignitaries, city planning officials and other business executives. Takeaways for attendees including ideas on how the community can effectively become involved in planning discussions to provide opportunities that link agriculture and tourism with its natural resources.

A presentation of the county's new business retention and expansion tool – Metro Pulse – along with an update of the rollout will occur at the September EDAC meeting.

**Next Meeting** – September 28, 2007 1:00 p.m.

**Next Forum** – Thursday, November 8, 2007

- **South Lake Tahoe Branch Library, 1000 Rufus Allen Blvd, South Lake Tahoe, CA 96150, 6:30 – 8:30 p.m.**

**VII. Adjournment** - Meeting adjourned at approximately at 3:40 p.m.