

Minutes

County of El Dorado
Economic Development Advisory Committee
330 Fair Lane, Bldg. A, Placerville, CA 95667
OES Conference Room
February 21, 2013

Committee Members in

Attendance:

T. Abraham
Maryann Argyres
Charlie Downs
Jeanne Harper
Gordon Helm
Roberta Long
Mark Nava
Michael Ranalli
Danny Shilin

Members Absent:

Dale van Dam
Jim Brunello

Staff:

Terri Knowlton
Mike Applegarth
Karen Feathers
Megan Arevalo
Cherie Raffety
Kathy Witherow
Shawna Purvines

Guests:

B Gorman
Kathleen Newell
Lindell Price
Jamie Beutler
Kathy Borelli
Scott McNeil
Ken Wilkenson
Kris Payne
Christina Proctor
Joe Livaich

I. Roll Call and Introduction of Guests

The meeting was called to order by Chair Maryann Argyres at approximately 1:07 p.m. and introductions of the Economic Development Advisory Committee (EDAC) members were made.

II. Consent Minutes

Minutes from the January meeting were reviewed. Motion was made by Maryann Argyres to approve the minutes, second by Roberta Long, consent was unanimous.

III. New Business/Discussion Items

A. Ygrene Energy Fund Presentation, presenter – Joe Livaich

Mike Applegarth, El Dorado County Chief Administration Office, provided a brief summary of the Board of Supervisor's (BOS) interest in a clean energy program that can be paid through property taxes. The program allows for homeowners to finance energy improvements permanently affixed to the property. Financing can be done through two models: 1) voluntary contractual assessment 2) a special tax on the property tax bill. Ygrene is a 3rd party energy-efficiency fund private administrator whose financing model is a line item on a property tax bill.

Joe Livaich, Ygrene Energy Fund, presented information on a local jobs/economic development program. Ygrene works with cities and counties to create special tax districts for energy efficiency, water efficiency and renewable energy projects. This is a voluntary program that allows the property owner to finance project costs (with no upfront costs) through a line item on their tax bill to be paid back over the course of twenty years. Ygrene is able to run their program because of Senate Bill (SB) 555 which was signed into law in 2012. SB 555 amends the Mello-Roos Act of 1982, which was used for infrastructure financing of new developments, and creates a 'future' countywide Community Facilities District (CFD) where property owners would be voted into the district one by one based on the purchase of a renewable energy project.

Key Points of the Program:

- Type of improvements that can be financed: window upgrades, conversion to low flow toilets, solar, hot water heating, irrigation systems, replace inefficient pumps, etc. Projects have to be permanently fixed to the house.
- The County would set the minimum amount that can be financed. There is no pre-set maximum. Funding is asset (not credit) based. The property owner must have 15% equity in the property and cannot be delinquent, in bankruptcy, or in foreclosure. Ygrene can provide financing for up to 10% of the fair market value of a property. Ygrene builds in a reserve fund should a default occur. The risk is on Ygrene for any loss, not the county. Ygrene would cover the tax bill for the time period that a home was in a stage of default. The debt on a property (if sold) would carry on to the new property owner (the new property owner can request that the selling owner pay off this amount). There is no prepayment penalty.
- Ygrene pays a homeowner picked contractor to do energy efficient improvements. The property owner would then repay Ygrene through a special tax. Estimated property tax repayment rate: 6- 6 1/2% fixed rate.
- Contracting groups/companies are overwhelming in support of this program as it provides the ability to move forward with construction projects. Contractors must go through a training course on financing, software and energy pro modeling before they could participate in the program.
- Potential investment results - if Ygrene were to invest \$125 million in El Dorado County, about 3.5% of property owners would be able to take advantage of this program. The program could generate \$13 million in state and local revenue and contribute \$325 million in local economic activity.
- Other Cities/Counties expressing interest in or have signed onto the program are: City of Sacramento, Sacramento County, Yolo County, Solano County, Butte County, five cities in San Diego County, and Mendocino County.
- Ygrene is to present the program to the BOS in March. If the Board provides directive to proceed with this program, the total processing time to get the program implemented would be 6-7 months from Board approval.
- Company website is <https://ygrene.us>

B. Representation at Local Committee Meetings and updates from sub committees

Maryann Argyres discussed representation of EDAC at local meetings. It was suggested that EDAC appoint their representatives to other groups. The following representation was discussed:

Diamond Springs and El Dorado Area Mobility and Sustainable Community Vision Project - Dale Van Dam was categorized as the EDAC representative though Dale felt like he was representing the College. Maryann Argyres recommends Michael Ranalli is appointed as the EDAC representative for this group; Charlie Downs and Jeanne Harper second. Megan Arevalo will send an official notice to Diamond Springs El Dorado Mobility that Michael has been appointed as EDAC representative; Megan will obtain Michael's biography to include in the letter.

Parks & Recreation Commission - Jeanne Harper offered to officially represent EDAC. She is currently doing this unofficially and will be a liaison, not an advisor.

Visitor's Authority Council - Jeanne Harper represents EDAC.

Michael Ranalli suggested that EDAC needs to appoint their own representatives to participate in community meetings. It was suggested that EDAC create a comprehensive list of the meetings that each committee member is attending on EDAC's behalf. Committee members were instructed to send this information to Megan Arevalo. It was recommended that this information should be made available on EDAC's website.

C. Review Economic Development job description

Terri Knowlton, Chief Administrative Office, distributed a current version of the draft Economic Development job description. The job title is still under review. All feedback on the job description must be submitted to Megan Arevalo by the end of the business day on February 26th. Any members with information or suggestions on where the County should post the job announcement should send this info to Megan Arevalo. Discussed creating a document to promote El Dorado County and distribute this with the job advertisement. It was suggested that the position be advertised at the statewide economic development forum. Megan Arevalo will follow-up with Kim Kerr to determine if the County is attending this event and will notify EDAC of the results. Megan will email an electronic copy of the job description to EDAC members.

Comments made on job description:

- Educational requirements should not limit possible job prospects.
- Appreciated that “connection with the community” was mentioned in several locations on the job description.
- Do not settle; want a highly qualified person for this position.

D. Discuss EDAC name change to Community and Economic Development Advisory Committee (CEDAC)

Maryann Argyres discussed a recommendation by the Regulatory Reform group that EDAC be changed to CDAC – Community Development Advisory Committee. Roberta Long suggested the name should be CEDAC – Community and Economic Development Advisory Committee. The consensus is that the group cannot be an economic development committee WITHOUT the community. It was also noted that the EDAC acronym is in direct conflict with the El Dorado Arts Commission acronym. Staff will review EDAC’s resolution to determine if a consent item is needed to change the name. Gordon Helm made a motion to change the name to CEDAC, Charlie Downs seconds, vote is unanimous.

E. Review of EDAC Bylaws

County Counsel was sent a 2-page draft of EDAC’s bylaws in August 2012. Maryann Argyres has a 4-page draft of the bylaws dated August 1, 2012 and requests that this version be submitted to County Counsel with the appropriate CEDAC changes. Michael Ranalli will work on this item with Maryann Argyres and Mike Applegarth. *Note – Megan Arevalo is working on the bylaw revisions.

Election of a chairperson needs to be done every January according to the bylaws. Michael Ranalli makes a motion that Maryann Argyres continues as chairperson, Charlie Downs seconds, vote is unanimous. Maryann Argyres questioned if a vice-chair person should be nominated. Jeanne Harper motions Michael Ranalli as a vice-chairperson, Gordon Helm seconds, vote is unanimous.

F. Next Economy Capital Region Prosperity Plan

Mike Applegarth, discussed Next Economy Representatives approaching Terri Daly, Chief Administration Officer, about bringing the Next Economy’s Prosperity Plan to the attention of the BOS. Next Economy is a regional plan for cities and counties to join together to pursue a competitive and strategic economic development agenda about resiliency, vitality, and a wide range of opportunities for job creation, innovation, and increased investment. Mike has prepared a draft resolution for presentation to the BOS in March.

Charlie Downs serves on Next Economy's steering committee. The emphasis of Next Economy is to replace the 130 thousand jobs lost in the region. Regions of Next Economy that are relevant to El Dorado County are Bio-tech, Food, and Agriculture. It is a coalition between Sacto, Sarta, Valley Vision, and the Sacramento Chamber. Charles encourages EDAC to support the resolution – "what's good for the region is good for everybody".

Mark Nava discussed a Next Economy meeting on March 19th between 10:30–11:30 a.m. and will forward this information to Megan Arevalo for EDAC distribution. It was suggested that a list of the County's business parks, venues, parks, etc be made available to Next Economy for future project identification.

G. Tahoe South Shore Chamber of Commerce, Presenter – B Gorman

B Gorman presented an overview of the Lake Tahoe South Shore Chamber of Commerce aka Tahoe Chamber. The Tahoe Chamber's work with the County is a joint venture between the Tahoe Chamber and the South Lake Tahoe Visitor's Authority. The Visitor's Authority brings 1.3 million tourists to the region and the chamber keeps the businesses abreast of changes.

Summary of Tahoe Chamber's Three Main Focuses:

1. Sierra Festival - Farm to Fork Festival hosted during Labor Day weekend is an opportunity to make business to business relationships. Markets the event using print ads in over 25 publications, outdoor digital billboards in the Bay Area, more than 800 TV and radio spots ("Sample the Sierra" was used as the tagline).
2. Social Media Marketing – discussed creating influencers using social media and getting people to do the talking for you. Focus on using "like" and "tweet" to get impressions of experience.
3. Integrating the Region – spoke to the changes that are affecting the market. It's important to understand what the customers want and how to present it to them. The Chamber also does Chamber Trek's and Geo Tours to see how other communities handle the same challenges.

Announced the annual Tourism Forum "Trends in Tourism". Forum is scheduled for April 18th from 3-5pm at Harvey's Casino. Committee members expressed interest in attending though it conflicts with the April 2013 EDAC meeting. Carolyn Vetetta, the CEO for Welcome California, will be the speaker.

H. Tahoe Prosperity Center, Presenter – Christina Proctor

The Tahoe Prosperity Center is comprised of five counties, two states and one city. The Center represents tourism, education, utilities, government, etc.

Focus for 2013:

- Broadband – would increase ability to go after contracts like the Xgames. There is a broadband region near the Tahoe Basin. The Center has a meeting scheduled with Verizon.
- Transportation – to attract the world class events, access and ability to get around is a necessity. Working with the Tahoe Transportation District and Trans-Sierra Transportation on possible options: Highway 50 loop road, incline gateway, aqua bus, bike trails

IV. Status Reports (as needed)

A. Regulatory Reform Subcommittee - LUPPU (Land Use Policy Programmatic Update)

Michael Ranalli – discussed furthering efforts in Community I.D. – "one size does not fit all". The General Plan Economic Development Element 10.1 mandates Community I.D. DiamondSprings/El Dorado, El Dorado Hills, Shingle Springs, and Divide are all having exploratory meeting. Financial

support in the form of grants from TOT funds is needed to help support these communities. EDAC will be bringing this item back to the Board of Supervisors on March 25th.

- B. Business Cluster Retention/Expansion
- C. Incentives Subcommittee
 - i. Meeting updates
- D. Rural Commerce Subcommittee
- E. El Dorado County Office of Economic Development

V. Member Updates

- A. Jeanne Harper – Pollock Pines (PP) is a prototype for rolling out the community element. Town Hall Community Workshop on Monday February 25th at the Community Center at 6pm. Community has identified four major areas to work on: historical, recreation, major face lift, and natural resources. Next meeting is to move the PP vision forward - “More thrive than just survive”.
- B. Gordon Helm – no updates but thanked T Abraham for getting involved in the El Dorado Hills activities.
- C. Mark Nava – discussed Resource Conservation Districts rebuilding geo-tourism site to get people camping; need a business plan put together as they are not based on Economic Development.

VI. Open Forum –

- A. Michael Ranalli proposed that Cherie Raffety, Tax Collector, attends the March 21st EDAC meeting to discuss TOT funds use. Megan Arevalo will work with Cherie on the item.
- B. Maryann Argyres discussed the EDAC BOS presentation on February 25th. She wanted to make the EDAC group aware of the presentation.
- C. City of Placerville – discussed having an ice rink at the fair grounds for 3 weeks during the winter season.
- D. Laurel Brent-Bumb - March 15th is the El Dorado County Chamber’s annual all day Business Showcase and the “I love Films” Expo is from 6:00-8:00 p.m. Any business wanting to showcase, please contact the El Dorado County Chamber of Commerce.
- E. Maryann Argyres – noted the Gold Country Prosperity Summit is on May 13th.

VII. Adjourn

The meeting was adjourned at 4:00 p.m. The next meeting is scheduled for:

Thursday, March 21, 2013
1:00 to 4:00 p.m.
Building A, OES Conference Room
330 Fair Lane, Placerville, CA 95667