

COUNTY OF NEVADA

STATE OF CALIFORNIA

Heidi Hall, 1st District (Chair)

Ed Scofield, 2nd District

Dan Miller, 3rd District (Vice-Chair)

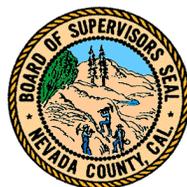
Susan Hoek, 4th District

Richard Anderson, 5th District

Julie Patterson Hunter, Clerk of the Board

Alison Lehman, County Executive Officer

Katharine L. Elliott, County Counsel



BOARD OF SUPERVISORS

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SUMMARY MINUTES

<u>Date</u>	<u>Time</u>	<u>Location</u>
Friday, January 24, 2020	8:30 AM	The Foothills Event Center 400 Idaho Maryland Road Grass Valley, California 95945

WORKSHOP

SPECIAL MEETING: 8:30 A.M.

Rollcall. The following Supervisors present:

Heidi Hall, 1st District

Ed Scofield, 2nd District

Dan Miller, 3rd District

Richard Anderson, 5th District

(Susan Hoek, 4th District, excused absence)

STANDING ORDERS:

Chair Hall called the meeting back into order at 8:30 a.m.

Ms. Lori Burkart Frank, Facilitator, reviewed the agenda and summarized the previous two days of the Board's Workshop.

I. [SR 20-0502](#) Economic Development

Ms. Mali Dyck, Assistant County Executive Officer, introduced the presentation regarding Economic Development. She introduced Mr. Evert Palmer, Mary Ann McAlea, and Joe Gagliardi, representatives from the Greater Folsom Partnership who would be presenting information. Ms. Dyck reviewed the Board's direction from the 2019 Workshop for staff to research best practices for consideration.

Mr. Jeffrey Thorsby, Senior Management Analyst, reviewed staff's research on best practices in other jurisdictions, and he provided an overview of the different methodologies that are used. Mr. Thorsby reported on their findings: everywhere is different; planning (vision) is critical; private sector leadership is essential; government plays an important role in the process; fundamentals, including business retention, expansion and attraction; the regulatory process that promotes development and minimizes barriers; and the importance of promoting tourism as a core component.

Mr. Thorsby explained that over the past 25 years, the County has had three major focus areas: 1) Economic Development: Business Retention, Business Expansion, Business Attraction; 2) Promotion of Tourism; and 3) Infrastructure Development. He reviewed the County's history, beginning in 1995, when the Economic Resource Council was established. In 2012 a contract was initiated, which blended economic development and tourism. He reviewed the ways that the County's action has fit into best practices. Mr. Thorsby reported on tourism, suggesting that it should be separate from economic development.

Ms. Dyck highlighted Nevada County's uniqueness, including its strengths: as a destination location; its natural resources and recreation opportunities; the arts and cultural opportunities; the high quality of life; the high education levels of its residents; and the low poverty and crime rates. She reviewed the demographics of Nevada County's residents, noting the aging population, housing stock, lower job skills, and housing costs.

Economic Development best practices and models facilitated discussion: Evert Palmer

Representatives from the Greater Folsom Partnership, Mr. Evert Palmer, Mr. Joe Gagliardi, and Ms. Mary Ann McAlea, provided an overview of their organization and the approach they take in promoting the City of Folsom. The Greater Folsom Partnership is comprised of: the Folsom Chamber of Commerce; the Folsom Tourism Bureau (Tourism-Business Improvement District (TBID)); and the Folsom Economic Development Corporation.

Mr. Palmer reported that the Greater Folsom Partnership is an umbrella partnership that covers the Folsom area. He believed that there is commonality and best practices for promoting economic development. Mr. Palmer stressed the importance of removing obstacles to creating jobs and building the infrastructure for creation of jobs, and suggested taking a wholistic approach by partnering with everyone and competing with no one. He reported on the importance of making sure that jobs bring money in from the outside of the community; private sector capital is best coming from the outside.

Mr. Gagliardi, President of the Greater Folsom Partnership, reported on his experience and on the history of economic development in the City of Folsom. He spoke of the importance of developing

a public and private partnership, explaining that there is work that the public sector can do that the private sector cannot. Mr. Gagliardi suggested forming a tourism group, which helps to drive economic development.

Ms. McAlea, TBID manager, reported on the importance of engagement and branding. She explained that the City of Folsom promoted tourism by having concierge services available for the business visitor, which drove business relocation and promoted referrals for others visiting the area. Ms. McAlea reported that Folsom's message is 'quality of life.' She stressed that the TBID provides a stable funding source, explaining that good marketing cannot be accomplished in a year, and spoke to the importance of providing opportunities for programs to grow.

Board questioning and discussion ensued.

Following a short break, Chair Hall called the meeting back into order.

Economic Development Board discussion – Decision Points: Ms. Dyck requested policy direction from the Board.

Broadband Dig Once Policy:

Ms. Trisha Tillotson, DPW Director, provided clarification on how her department could address this. Consensus was provided by the Board to implement the policy.

Infrastructure Priority:

Recommendation for prioritization of infrastructure development projects, by making an annual \$500,000 assignment in the General Fund for broadband and workforce housing.

Board questioning and discussion ensued.

Supervisor Anderson shared concerns regarding the ability of the Town of Washington to meet the needs of its visitors: he stressed that this was his understanding of the purpose of TOT funding. Ms Dyck explained that it would up be to the Board on how to distribute TOT funding. This policy would not change the funding; it adds additional funds to the portion of TOT funding that is already allocated to housing.

Ms. Alison Lehman, County Executive Officer, responded staff would look at the Town of Washington as well as their Volunteer Fire Department to see how the County can assist them. She explained that staff does not recommend using TOT to fund special districts, but she would work with the Budget Subcommittee on what that support would look like.

Consensus was provided by the Board to direct staff to explore alternatives for responding to the Town of Washington's needs.

Consensus was provided by the Board to allocate funding to supplement TOT funding: \$250,000 Broadband Last-Mile Grant Pilot Program; \$250,000 Workforce housing.

Support for a Tourism Business Improvement District:

Staff recommendation was to support the development of a Tourism Business Improvement District in partnership with the cities of Grass Valley and Nevada City.

Board questioning and discussion ensued.

Ms. Dyck and Mr. Thorsby provided direction, including the need to pass Resolutions to make it happen, along with an increase in TOT funding. They reported that the Mayor of Grass Valley reached out to local hotels and received their support for the increase.

Consensus was provided by the Board to provide support for the development of a TBID.

Formation of an Ad Hoc Subcommittee to develop a Scope of Work and Request for Proposals (RFP) for Economic Development.

Consensus was provided by the Board to an Ad Hoc Advisory Subcommittee for the development of an RFP for Economic Development.

Objective:

Proactively support job enhancing economic development by implementing data-driven policies, investing in broadband and infrastructure projects that enhance the quality of life for all Nevada County residents, and partner with private sector non-profit, Grass Valley, Nevada City and Truckee leaders to collaboratively support local businesses and promote tourism.

Board discussion ensued.

Consensus was provided by the Board to approve Objective.

II. [SR 20-0504](#) Board Announcements/Comments

Not held.

III. [SR 20-0505](#) Review and Finalize 2020 Board Objectives

Following a short break, the meeting was called back into order.

2020 Board Objectives:

Ms. Mali Dyck, Assistant County Executive Officer, introduced the proposed 2020 Board Objectives that was previously voted on by the Board members:

“A” Priorities:

Maintain the County’s financial stability and core services

Wildfire

Affordable and Workforce Housing

Economic Development

Public Safety Power Shutoffs Response (objective)

Community Resiliency

“B” Priorities:

Homelessness

Improvements to the Cannabis Permitting and Enforcement Program

The Board completed their final vote on their 2020 Priorities, and Ms. Alison Lehman, County Executive Officer, reported that she would be meeting with Supervisor Hoek to review the Priorities and to receive her input.

IV. [SR 20-0507](#) Final Recap

Ms. Lori Burkart Frank, Facilitator, briefly reviewed the topics presented during the Board's 3-day Workshop. Ms. Alison Lehman, County Executive Officer, thanked staff for their efforts in preparing and presenting the information provided during the Workshop, and Chair Hall thanked Ms. Lehman for her leadership, the members of the public and media for their attendance, and Ms. Burkart Frank for her facilitation of the meeting.

ADJOURNMENT:

Chair Hall adjourned the meeting at 11:48 a.m.

Signature and Attestation

Heidi Hall, Chair

ATTEST:

By:

Julie Patterson Hunter, Clerk of the Board