



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
COUNTY OF ALPINE, STATE OF CALIFORNIA
Community Development Conference Room
50 Diamond Valley Road, Markleeville, CA 96120

AGENDA

TUESDAY, JANUARY 7, 2020

1:30 P.M.

A regular meeting of the Economic Development Advisory Committee will be held on Tuesday, January 7, 2019 in the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California. The public is encouraged to attend committee meetings.

Goal: Establish a balanced economy that is consistent with sustainable environmental preservation. The objectives are:

- Identify programs to help diversify the economy.
- Identify programs to help reverse the trend of failing or stagnating businesses and recruit new businesses.
- Identify programs to improve services to support economic growth.

Public comment periods: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda under Oral Communication – General Public Comment. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee.

Any member of the audience desiring to address the Committee on a matter on the agenda: Please request to speak at the time the item is announced by the Committee Chair.

1. CALL TO ORDER

2. ORAL COMMUNICATION – GENERAL PUBLIC COMMENT

2.1. This portion of the meeting is an opportunity for members of the public to address the Committee on subjects relating to economic development.

3. MINUTES

3.1. Request approval of regular meeting minutes of December 5, 2019.

4. UNFINISHED BUSINESS

4.1. Bear Valley Business Association update – Terry Woodrow

4.2. Alpine County Chamber of Commerce update – Karrie Baker

4.3. Heritage Tourism Committee update – Tom Sweeney

4.4 Discussion of the Preface and Chapter 1 of the book 13 Ways to Kill Your Community. What does this tell us about what we need to do in Alpine County to move ahead? David Griffith.

4.5 Discussion and possible direction to staff regarding a grant application to the Economic Development Agency to create an economic development strategy for Alpine County. Brian Peters (continued from October 15, 2019 meeting).

5. NEW BUSINESS:

5.1 Discussion and possible direction to staff on pursuing new initiatives. Tom Sweeney (see attached memo).

6. INFORMATIONAL ITEMS:

7. Member Reports:

8. OTHER BUSINESS

9. NEXT MEETING

10. ADJOURNMENT

The Committee will adjourn to the next scheduled meeting in the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California.



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MINUTES

Tuesday November 26, 2019

1. CALL TO ORDER

The meeting was called to order at 11:00 a.m. at the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California with members David Griffith, Kris Hartnett, Terry Woodrow, Karrie Baker, Blake Weyland and Deanne Jang.

Irvin Jim, Frank Gerdeman, Mary Rawson, Tom Sweeney was absent.

A quorum was established.

2. ORAL COMMUNICATION – GENERAL PUBLIC COMMENT

None

3. MINUTES

3.1. Request approval of regular meeting minutes of October 15, 2019

MOTION: Hartnett/ SECOND: Jang approving the regular meeting minutes of October 15, 2019.

AYES: Hartnett, Baker, Jang, Griffith, Woodrow, Weyland

MOTION CARRIED

4. UNFINISHED BUSINESS

4.1 Bear Valley Business Association update – Terry Woodrow

The Business Association met on November 13th and as of than Skyline, Bear Valley ski area, opening day is tentative

Electric Car Charger station is still on hold

Kirkwood is planning on be open on November 29th and Bear Valley has not set an opening date

Winter Fest is this weekend, Friday November 29th. There will be a ski swap located at the mountain and a bonfire at the Bear Valley Lodge with tree lighting that night.

The Warren Miller Movie, Timeless, will be playing at the cathedral lounge as well as local music playing.

4.2 Alpine County Chamber of Commerce update – Karrie Baker

Cynthia has returned from leave and will be there Sunday through Wednesday

The Chamber hired a Director, Becky DeForest, who will start on Monday December 2nd and have a meeting on December 5th which would be a good opportunity to meet her if anyone is interested.

Chamber has contracted with Kurtis Fang and Bike of the West team to put on the Death Ride. This is the 40th anniversary of the Death Ride race.

We are on the agenda for the next Board of Supervisor meeting to get a resolution to change the route of the ride, eliminating Carson pass and take the ride to Bear Valley all the way to Bear Valley Road.

4.3 Heritage Tourism Committee update – Tom Sweeney

None

4.4 Review of the book 13 Ways to Kill Your Community. What have we learned?

David Griffith

David Griffith expressed he recommended reading “13 ways To Kill Your Community in hoping we would recognize how each of us fit into this book and recognize many of the negatives that we hear and see all the time out in the community and how to address them and work through the negativity.

Deanne Jang recommended taking each chapter of the book, since they are on a specific subject and see how it fits and rather it’s something then we can look at addressing.

Griffith purposed taking Jang’s recommendation and taking two chapters from the book, the preferences and chapter one, and putting it on the next agenda for discussion.

4.5 Discussion and possible direction to staff regarding a grant application to the Economic Development Agency to create an economic development strategy for Alpine County- Brian Peters (continued from October 15, 2019 meeting)

Peters explained that he took the discussion from the last meeting on where staff sees the County in the next 10-30 years and broke it down into seven categories; business communication infrastructure, buildings, housing, infrastructure, marketing and population growth.

The approach Peters suggested is that staff use that strategy element in that Grant program to do a more focused economic development strategy for the county and find a way to tie it to the CEDS.

The idea here is to take the vision discussion points and those start to become the main elements on what we want to address in a strategy going forward and to think about if there is something staff has missed in our discussion.

5. NEW BUSINESS:

5.1 Presentation and discussion of the U. S. Small Business Administration resources and services, which include small business loan programs, procurement programs, and technical assistance. - Janelle M. Green, Lead Economic Development Specialist Sacramento District Office, U. S. Small Business Administration

Janelle Green introduced Small Business Administration resources and services. Their role in Economic Development is to engage with their partners in government and nonprofit intuitions that help small business and provide support and let them know about their programs and our services.

The S.B.A (Small Business Administration) is the largest funder of technical assistance resource partner for small business. That means that they have cooperative agreements with a group of nonprofit originations that have to get matched funding locally. Those groups include S.C.O.R.E, (Service Core Retired Executives), SBDC (Small Business Development Centers) and WBC (Women's Business Center). A lot of these organizations are going to have staff advisors that will provide free advice to business or training sessions which are provided to small businesses to help them grow. Some of these services are provided through webinars.

The SBA has a variety of different type of programs that are backed by guarantees that can help a business just about to start to access capital. The resource partners mentioned before can also help a business get prepared to apply for an SBA loan application or find banks that are partners. What these programs can do whether you need funding for cash flow operations, buying or expanding a building or even preparing to export there's a variety of SBA backed guarantees to fit those purposes.

The first point for a business if they are looking to get one of these programs is to ask their bank if they partner with the S.B.A and if they are not they can contact the resource partner or even with a lender match at sba.gov/lendermatch. Here a business can put in their information and what they are seeking and get a lender referral.

There are two staff members in their office that specialize in business opportunity and what they focus on is helping business navigate the Federal Procurement process, businesses that are already in business and are ready to do some sort of business with a federal agency. One is the 8-A program which is a 9 year program for a business where they have staff to help them get them prepared and make sure they are able to scale as needed

to and whether the cash flow issues that come when selling to the government, waiting to get paid and help them diversifies.

There is an All Small Mentor-Protégé program where a small business can seek out a mentor to work together and with that Mentor- Protégé relationship they can both seek out contracts for a small business and the mentor has to commit to helping that small business grow.

There is also Hub Zone, Historically Under-utilized Business Zones, that apply to construction type business and if you want to work a federal government contract and are bidding against others you get preference because you are in a Hub Zone.

6. INFORMATION ITEMS/ Member Reports:

Alpine Biomass Collaborative is half way through the scoping study and now knows there is about 41,000 dry tons a year of sustainable excess biomass that can be harvested. They have done a preliminary economic analysis to figure out the best uses of this biomass. Twenty seven possible uses were evaluated and two options rose to the top, one being biomass to generate electricity and the other option was to use biomass to generate heat. If you are interested in the details both reports are on the download page at Alpine Biomass Collaborative.

Deanne Jang commented that the Markleeville Christmas fair seemed very well attended

7. OTHER BUSINESS:

None

8. NEXT MEETING:

The next regular meeting is to be held on January 7, 2019 at 1:30 p.m.

9. ADJOURNMENT

The Committee adjourned to the next scheduled meeting in the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California.

David Griffith, Chair

Attest:

Carey Umbdenstock
Alpine County Community Development
Administrative Assistant

Memo

To: Economic Development Advisory Committee

From: Tom Sweeney

Date: 1/2/2020

Re: Discussion and possible direction to staff on pursuing new initiatives

Background

Add to the list, along with all of the other members ideas and then carry them over for a more complete discussion before making a decision on a grant application

Discussion

- * Form an exploratory committee (including Karrie Baker) to evaluate potential sites for a Conference Center/Business Retreat facility, and to identify ways to promote its use. A local conference facility would help make use of underused existing hotel/motel space; help promote recreational activities in the county (fishing/skiing) and vacation opportunities here; would help local restaurants; and connect the County to business entities who might see possible investment opportunities here.
- "Discuss outreach to similarly-situated counties for novel economic development ideas not involving timber, and suggest a tele-meeting to discuss their input and successes.
- "Discuss outreach to influencers in the Artificial Intelligence (AI) and high-tech/Silicon-Valley-type start-up fields to offer a free familiarity trip to Alpine County (minimal cost/hotel/meal or two) to encourage remote working professionals to put Alpine on their radar; similarly, offer press trip inducement for feature article written for AI/high-tech-related magazine market to put Alpine on the radar of work-from-home/high-tech professionals."
- Alpine County **must** have one of the lowest cost-of-livings in the entire state, at least for a desirable place to live (partially because we have a low sales tax; partly because everyone buys in Nevada). I don't know what our median home price is, but... How about compiling an "Affordability/Lifestyle Index" that ranks Alpine County #1 (based on home price, cost of living, and lifestyle features). Make that a huge Press Release, send it out to all the major media markets (LA, San Francisco, San Diego). Wouldn't hurt to mention available build able lot figures, either. Put us on the map -- not only to drive

buyers/home builders, but also with a pitch about a County plan to promote home-based business ownership. Promote home-based business ownership.

- What's gotten out-sourced to India that could function well here in the US? Customer service support. Translation services. Web design. E-commerce solutions and business app's.
- What high-speed internet grants are available to rural, remote areas? How can we get our elected representatives to get us some dedicated T-1 lines or fiber-optic cables (or whatever they use nowadays)?
- What support from the County would assist the EXISTING businesses we have in the County? Talk to Kirkwood and Bear Valley about what *they* need to grow and prosper? How about Carson River Resort? The Woodfords Inn?
- Reach out to coordinate events already being hosted by El Dorado, Mono, and Douglas Counties. The Alpine Historical Society has had some success linking with other counties with historical events and joint promotional materials. Contact events-promoters at Lake Tahoe and in Douglas and Mono; ask Chamber to coordinate with other chambers for cross-promotional opportunities.
- Reach out to local and regional wedding planners and photographers; ask the Chamber to reach out to local hotels and resorts (e.g. Sorensen's) regarding their wedding packages. Consider promotional articles and/or advertising in wedding-planner publications.
- Consider alternative major events to the Death Ride that would bring another large event to the County attracting a different affinity group, such as a large car show or vintage automobile auction, where attendees would come and spend a weekend (again, making use of existing under-utilized hotel/motel space and helping local restaurants). Consider an aggressive plan for utilizing airport facility for single-night camping and/or event space.