



## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

COUNTY OF ALPINE, STATE OF CALIFORNIA

**Telephone: 530-694-2140 EXT: 700 Conference ID: 1234#**

**Community Development Conference Room**

**50 Diamond Valley Road, Markleeville, CA 96120**

### AGENDA

TUESDAY, MARCH 17, 2020

1:30 P.M.

In order to protect the public health and slow the rate of transmission of COVID-19, those who wish to practice social distancing measures by not attending the public meeting may submit public comment by email to [cacuna@alpinecountyca.gov](mailto:cacuna@alpinecountyca.gov). Comments received before or during the meeting will be read into the record. Please allow for a reasonable delay in reading public comments.

A regular meeting of the Economic Development Advisory Committee will be held by teleconference on Tuesday, March 17, 2020 at the phone number **530-694-2140 EXT: 700 conference ID: 1234#**. There will be very limited space available for individuals to attend in person at the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California. Committee members and the public are encouraged to attend by phone".

**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 January 7, 2020

**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 Ad Hoc Committee update – Tom Sweeney

4.4. 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).

4.5. 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. (See attachments)- Kris Hartnett

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

**5. NEW BUSINESS**

5.1. Election of the Chair for a one year term commencing at the next meeting

5.2. Election of the Vice-Chair for a one year term commencing at the next meeting.

**6. INFORMATIONAL ITEMS:**

**7. Member Reports:**

**8. OTHER BUSINESS**

**9. NEXT MEETING**

Set date for next Committee 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.



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

**MINUTES**

Tuesday January 7, 2020

**1. CALL TO ORDER**

The meeting was called to order at 1:30 p.m. at the Alpine County Community Development Conference Room, 50 Diamond Valley Road, Markleeville, California with members David Griffith, Kris Hartnett, Irvin Jim, Mary Rawson, Karrie Baker Becky DeForest and Blake Weyland

Terry Woodrow, Deanna Jang Frank Gerdeman and Tom Sweeney were absent.

A quorum was established.

**2. ORAL COMMUNICATION – GENERAL PUBLIC COMMENT**

None

**3. MINUTES**

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

MOTION: Hartnett / SECOND: Baker approving the regular meeting minutes of December 5, 2019 with corrected changes.

AYES: Hartnett, Griffith, Baker, Weyland

Abstained: Rawson, Jim

MOTION CARRIED

**4. UNFINISHED BUSINESS**

**4.1 Bear Valley Business Association update – Terry Woodrow**

None

**4.2 Alpine County Chamber of Commerce update – Becky DeForest**

The Cambers is looking to the Death Ride this year and looking into modify the route to improve the safety for rides.

The Chamber is planning a barbeque fundraiser in July for the fishing fund.

Becky stated there is a Chamber board meeting will be held on January 14<sup>th</sup> at 5:00 p.m.

### **4.3 Heritage Tourism Committee update – Tom Sweeney**

None

### **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.**

Griffith opened up the discussion by describe the book and stating it is about economic development and what goes wrong in community development in Counties such as Alpine County.

Hartnett recommended removing the item 4.4 from the agenda and just using the book as a reference to the committee. The Committee agreed by consensus

### **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 introduced the grant application that was sent to Melinda Matson describing the outline of the strategy to focus on the unique factors and conditions in Alpine County to tie into the Central Sierra CEDES, to facilitate active participation from all business sectors and communities in the County, look at a realist long term vision of 10-13 years of desirable economic conditions, identify competitive advantages and disadvantage, inventory where assets are, identifying barriers of achieving those visions and strategies to work through those barriers and realist plan with specific actions to reduce reliance of government to achieve success. Matson responded that the application looked good but will have to have a connection to Opportune Zones but would not need to be the main focus of the application.

## **5. NEW BUSINESS:**

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

Griffith stated that his impression of the list was it is all things that should be dealt with as part of the study. In Sweeney's absence Hartnett purposed picking a bullet point from the list and working on that topic and see if we can apply it to community development. Rawson suggested getting a committee of three people together to work on a bullet point and bring back their results at the next meeting.

Baker, Weyland and Sweeney were volunteered to work on the first bullet point from the list and will bring back to the next meeting.

Hartnett and Griffith volunteered to work together on the second bullet point and bring back information at the next meeting however Griffith mentioned timber should not be excluded since Alpine is a National Forest community .

## **6. INFORMATION ITEMS:**

Karrie Baker reported that the Cutthroat is still in escrow and is delayed by 5-8 weeks.

Rawson reported that the Magical Markleeville Christmas show was well attended, with 16 vendor booths and Santa made an appearance. Rawson also mentioned that Dr. Rich Harvey is going to be approaching the group that provided the star gazing event and is hoping to hold the event this year July, August or September.

## **7. MEMBER REPORTS:**

Jim reported that the CHIPS crew will be involved in FEMA project removing hazard trees from the Paradise burn scar. Jim revealed that the Tribe was contacted by a gentleman in Tahoe who is looking into putting a RV park in the Wa She Shu Casino lot and is now in negotiations with getting the RV Park completed as well as an amphitheater.

Griffith reported that Brian Peters received an email from Sierra Institute and they have a Sierra Nevada Conservancy grants to help communities with biomass to bio energy. Griffith is waiting for a response back from Sierra institute and is hoping to have it on the next agenda.

The Eastern Sierra Stainable Recreation partnership will hold a meeting that will involve Alpine County. They will be talking about projects that will help improve the visitors experience for communities along the eastern back of the Sierra.

## **8. OTHER BUSINESS:**

None

## **9. NEXT MEETING**

The next regular meeting is to be held on March 17, 2020 at 1:30 p.m.

## **10. ADJOURNMENT**

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

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David Griffith, Chair

Attest:

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Carey Umbdenstock  
Alpine County Community Development  
Administrative Assistant

# Attachment 1

4.6 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

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# Solar Generated Power

## Solar Generated Power

Liberty Utilities and our parent company Algonquin Power & Utilities Corp., are unequivocally committed to adopting sustainable energy sources for current and future generations. In 2016, Liberty Utilities eliminated coal generated power from its power mix. In February 2017, our first-ever solar generation facility, the Luning Solar Energy Center began producing power. Solar power is one of the least expensive power generating options and Liberty is continuing to invest in its solar portfolio as we work toward a 100% renewable generating future.

## Luning Solar Energy Center

The first of our solar generating facilities, the Luning Solar Energy Center is located in Luning, NV and began delivering power in 2017. This 50 megawatt (MW) facility has more than 200,000 solar panels and supplies 25% of our customers' annual energy needs.



## Turquoise Solar Facility

Liberty's second solar facility, the Turquoise Solar Facility was brought online in November 2019. This facility, located east of Sparks, NV produces 10 megawatts (MW) of power. The additional 10MW of power represents 5% of our customers' annual energy needs.



Both solar facilities are located in western/central Nevada with an intertie to NV Energy's transmission infrastructure. Combined, they satisfy 30% of our customers' annual energy demands and are the first steps in our journey to 100% renewable energy generation.

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# About Humboldt Made

Humboldt Made was initiated by the County of Humboldt in 2010 to spur the growth of a diverse array of makers and producers. The idea was to bring entrepreneurs together, identify their common strengths and weaknesses and through networking and collaboration overcome obstacles and achieve great things together. Creating brand awareness and increased sales beyond Humboldt's borders was key, the end result being a sustainable, local economy.

## Who We Are

Humboldt made is a public benefit corporation focused on business development and cooperative marketing. We are a community of makers and producers. Humboldt Made partners with retailers and restaurateurs, community organizations, media

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— *Humboldt Made* —



## Our Mission

Humboldt Made’s mission is to grow the Redwood Coast economy through supporting homegrown businesses and providing development activities that assist businesses in creating jobs.

## Our Vision

Under the Humboldt Made banner, we will leverage our unique environmental assets, the spirit of our people, and the artisan products we produce to help Humboldt County thrive.

## What We Do

Humboldt Made does projects that can’t easily be done by member businesses alone. Together, we create sales opportunities, administer campaigns and promotions, provide access to expertise, advocate for shared issues, and create branding that links our businesses.

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— *Humboldt Made* —



regional destination for outdoor enthusiasts.

- Assist in building the recognition of Humboldt County as the good food capital of California and as a center for artistic, creative, decorative, functional arts and craft products.

## Our Objectives

- Create an association of businesses that benefit from selling their products as “Humboldt Made.”
- Build recognition, align community support, and encourage the promotion of Humboldt Made businesses and products.
- Create a direct channel for Humboldt Made businesses to receive economic, community and business development services and expertise that give Humboldt County products a competitive advantage
- Develop and implement a Humboldt Made marketing plan to reach buyers and media outside of Humboldt County
- Design branding tools that make Humboldt County products easy to identify in the marketplace.
- Promote the experience of the Redwood Coast’s rural sophistication through industry-driven tourism by organizing and promoting tours of Humboldt Made producers.

## Business Membership Criteria

- You are a maker or producer

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## Humboldt County

- At least 50% of the total labor to make, market, and manage your business is based in Humboldt County.
- At least 50% of your company's employees are based in Humboldt County  
Your product and business must be legal
- The brand's keywords and themes must make sense for you: Artisan, Natural, Environmental, Crafted, Earth Friendly, Genuine, Wholesome, Idealistic, Entrepreneurial, Original.
- Your business must market or plan to market outside of Humboldt County



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**Income and Spending** ...

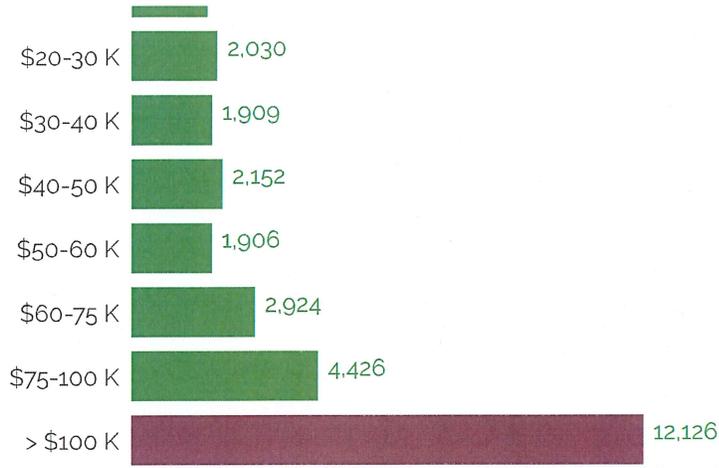
Households in Napa earn a median yearly income of 83,972. 55.31% of the households earn more than the national average each year. Household expenditures average 74,408 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

**\$83,972**  
Median Household Income

- 5%** less than the county
- 12%** more than the state
- 32%** more than the nation

Income Distribution

< \$10 K	660
\$10-20 K	1,794

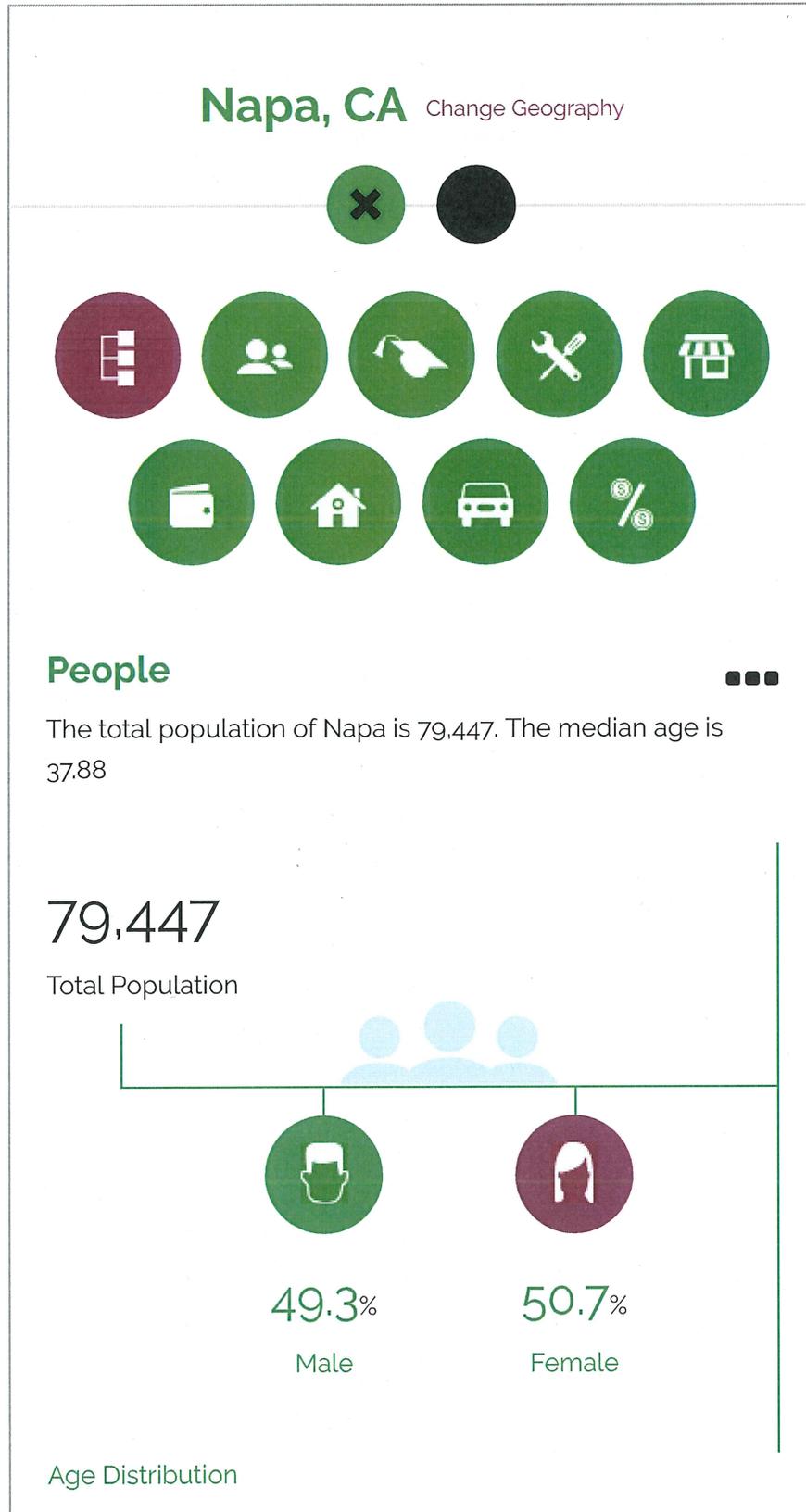


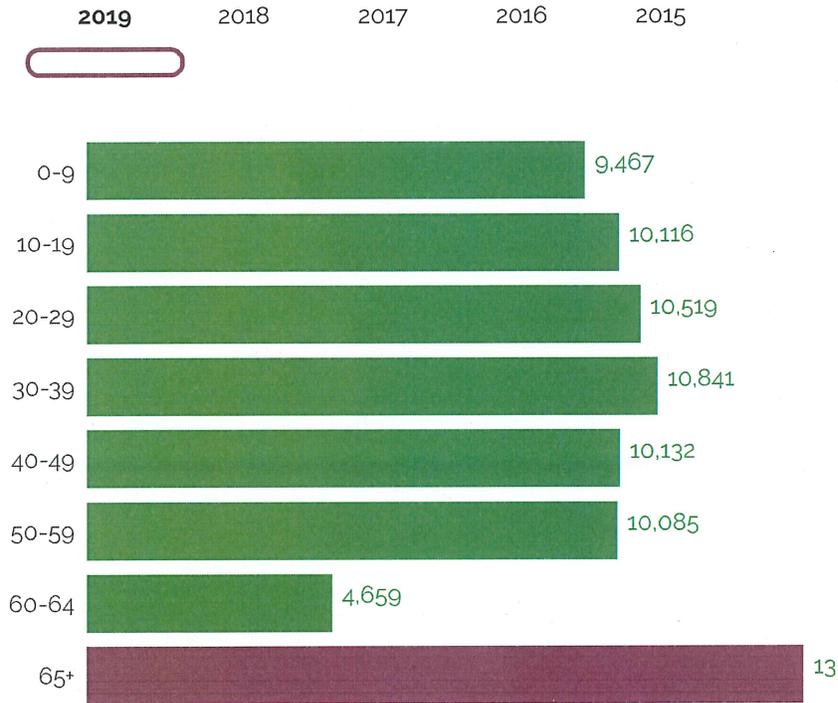
How do people spend most of their money?  
**PER HOUSEHOLD**



Our interactive infographic illustrates key data about  
City of Napa.

Use our community profile infographic tool to explore  
our region.





Median Age

**38**

**Educational Attainment**



42.19% of the population in Napa have an Associate's degree or higher. 64.57% have completed some college or higher.



< Grade 9  
**11.08%**



Grade 9-12  
**5.27%**



High School  
**19.07%**



Some College  
**22.38%**



Assoc Degree  
**8.49%**



Bach Degree  
**21.79%**



Grad Degree

**11.91%**



offer Associate's Degree or Certificate



offer Bachelor's Degree or Higher

## Labor Force



Napa has a labor force of 44,243 people, with an unemployment rate of 2.7%.

**44,243**

Labor Force

**2.7%**

Unemployment Rate

▼ -0.1%

Unemployment Rate  
Change (1 year)

# Talent

### Where are the top jobs by occupation?

Office and  
Administrative  
support

Sales

Executive,  
Managers, and  
Administrators

**13.82%**

5,320

**11.79%**

4,538

**10.15%**

3,906

Food Preparation,  
Serving

Production  
Workers

**7.82%**

3,011

**7.09%**

2,730

Total Employees

**38,486**



The work distribution of total employees in Napa is:



38%

Blue Collar



61%

White Collar

Total Establishments

4,926



## Businesses and Jobs



Napa has a total of 4,926 businesses. In 2019, the leading industries in Napa were Health Care and Social Services, Retail, Accommodation and Food Services, and Manufacturing.

What are the top industries by jobs?

1

Health Care and Social Services

6,059

Jobs

920

Establishments

2

Retail

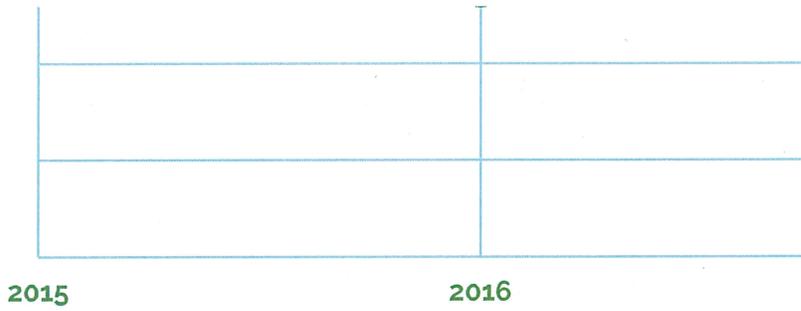
5,234

Jobs

566

Establishments





**3** Accommodation and Food Services

<b>5,176</b>	<b>306</b>
Jobs	Establishments

**4** Manufacturing

<b>3,102</b>	<b>262</b>
Jobs	Establishments

How many employees do businesses in Napa have?



1-4 Employees	63.56%
5-9 Employees	19.59%
10-19 Employees	9.09%

20-49 Employees	5.36%
50-99 Employees	1.48%
100+ Employees	0.91%

## Income and Spending



Households in Napa earn a median yearly income of

# Memo

To: Economic Development Advisory Committee

From: Tom Sweeney

Date: 3/13/2020

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

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## 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.



**COUNTY OF ALPINE**  
**Community Development**

Brian Peters, Director

# Memo

To: Economic Development Advisory Committee

From: David Griffith

Date: 3/13/2020

Re: Member report regarding U.S. Small Business Administration Economic Injury Disaster Loan (EIDL) Declaration.

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## Background

### Discussion

#### **What does a potential U.S. Small Business Administration Economic Injury Disaster Loan (EIDL) Declaration mean for businesses in California?**

New federal legislation and appropriations has opened up the possibility for small businesses to receive assistance for economic loss due to COVID-19. Details of eligibility and administration of this assistance from SBA are still being addressed by the SBA. However, some information from the traditional SBA Economic Injury Disaster Loan (EIDL) program will still apply for COVID-19.

- If a small business has suffered substantial economic injury as a result of COVID-19, it may be eligible for financial assistance from the U.S. Small Business Administration.
- U.S. Small Business Administration is allowing businesses to forecast economic losses due to events that bring in high revenues being canceled due to the COVID-19.
- Small businesses and small agricultural cooperatives that have suffered substantial economic injury may be eligible for the SBA's Economic Injury Disaster Loan (EIDL) Program.
- Substantial economic injury is the inability of a business to meet its obligations as they mature and to pay its ordinary and necessary operating expenses.
- An EIDL can help meet necessary financial obligations that a business could have met had the disaster not occurred.

- It provides relief from economic injury caused directly by the disaster and permits the business to maintain a reasonable working capital position during the period affected by the disaster.
- The SBA provides EIDL assistance only to those businesses that SBA determines are unable to obtain credit elsewhere.
- The loan amount will be based on the business' actual economic injury and financial needs.
- The interest rate on EIDLs cannot exceed 4 percent per year.
- The term of the loans cannot exceed 30 years.
- Terms and conditions will be determined by the business' ability to repay the loan.

**IMPORTANT NOTE:** The Estimated Adverse Economic Impact Section needs to be fully completed, with all questions answered regarding business revenues, whether there was any business interruption insurance, as well as the comments section. The comments section "Please provide a brief explanation of what adverse economic effects the disaster had on your business:" must indicate that the economic impacts are a direct result of COVID-19.

### **How do counties qualify for a U.S. Small Business Administration Economic Injury Disaster Loan Declaration?**

A county must provide one Economic Injury Worksheet for at least one business demonstrating economic loss due to COVID-19. There must be a minimum of five Economic Injury Worksheets submitted statewide for California to be eligible. If a county were to be approved for the SBA Economic Loss Declaration, then each contiguous county around the declared county would be eligible for SBA economic injury assistance. REMINDER this is not a loan application but only to qualify the county!

### **When will more information be available?**

Detailed SBA guidance for COVID-19 is still being developed by SBA and should be available in the next several days. As soon as further information is available, we'll provide it to you.

# ESTIMATED DISASTER ECONOMIC INJURY WORKSHEET FOR BUSINESSES

This form is not required, but is a convenience in clarifying the supporting documentation the state is required to submit to the U.S. Small Business Administration when requesting an Economic Injury Disaster Loan Declaration. This information in any other format would also be acceptable. For your convenience, this form may be filled out electronically or manually.

Name of Business: \_\_\_\_\_ Type of Business: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Property Owner: \_\_\_\_\_

## Business Owner Mailing Address

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

Address: \_\_\_\_\_  Same As Above

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

## Estimated Adverse Economic Impact

When did the impact start and what is the estimated end date? From:  To:

What were your businesses' revenues during the affected damage period? \_\_\_\_\_

What were your businesses' revenues during that **SAME** period of the prior year? \_\_\_\_\_

Amount of business interruption insurance received or anticipated, if any: \_\_\_\_\_

Please provide a brief explanation of what adverse economic effects the disaster had on your business:

How many people did you employ prior to disaster? \_\_\_\_\_ How many did you employ after disaster: \_\_\_\_\_

## Physical Damage to Business Property

If your business also suffered property damage, please answer the following questions:

Estimated dollar loss to: Real Property (Building), if owned: \_\_\_\_\_  
Contents \*: \_\_\_\_\_

\* - includes machinery and equipment, furniture and fixtures, inventory, leasehold improvements, etc.

Insurance recovery expected or received for property damages: \_\_\_\_\_

Date Form Completed: \_\_\_\_\_

Form Completed By: \_\_\_\_\_ Title: \_\_\_\_\_