



## **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

COUNTY OF ALPINE, STATE OF CALIFORNIA

**Community Development Conference Room**

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

### **AGENDA**

Tuesday, January 12, 2021

1:30 P.M.

#### **VIRTUAL MEETING NOTICE**

The Economic Development Advisory Committee meeting of December 8, 2020 will be conducted virtually and not available for in person public participation (pursuant to State Executive Order N-29-20). The meeting will be an internet based video and phone conference. Public participation is available at the following:

Website link: <https://zoom.us/j/93992296667>

Phone number: 669-900-9128

Zoom meeting ID: 939 9229 6667

In order to minimize the risk of exposure during this time of emergency, the public may participate in the meeting by web conference, phone, or sending comments to [shking@alpinecountyca.gov](mailto:shking@alpinecountyca.gov) in lieu of personal attendance. All public comment will be made immediately available to the Committee members, staff, and the general public as they are received and processed by staff.

**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**

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 Approval of regular meeting minutes of December 22, 2020

## **4. UNFINISHED BUSINESS**

4.1 Discussion of possible uses of Alpine County Lands including feasibility for battery storage or solar generation facilities.

4.2 Discussion and possible recommendation to the Alpine County Unified School District on the use of Adult Education funds for Wi-Fi at district sites.

## **5. NEW BUSINESS:**

5.1 Discussion of economic development grant opportunities & priorities. Review of available County & EDAC resources for grant writing & implementation.

## **6. INFORMATIONAL ITEMS & MEMBER REPORTS**

## **7. NEXT MEETING:**

Set date/Agenda items for next Committee meeting

## **8. ADJOURNMENT:**

The Committee will adjourn to the next scheduled virtual meeting



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
COUNTY OF ALPINE, STATE OF CALIFORNIA  
Teleconference Meeting**

**MINUTES**

Tuesday, December 22, 2020

**1. CALL TO ORDER**

The meeting was called to order at 1:45 p.m. with members Blake Weyland, David Griffith, Terry Woodrow, Frank Gerdeman, Tom Sweeney and Becky DeForest and a quorum was established.

Guests: Nichole Williamson

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

None

**3. MINUTES**

**3.1. Request approval of regular meeting minutes of November 10, 2020.**

MOTION: Griffith / SECOND: Sweeney to approve the regular meeting minutes of November 10, 2020

Roll Call Votes were as follows

Chair Weyland: AYE

Vice Chair Griffith: AYE

Commissioner Woodrow: AYE

Commissioner Gerdeman: AYE

Commissioner DeForest: AYE

Commissioner Sweeney: AYE

**MOTION CARRIED**

**4. UNFINISHED BUSINESS**

**4.1. Discussion of possible uses of Alpine County Lands including feasibility for battery storage or solar generation facilities.**

Item moved to January regular meeting agenda.

**5. NEW BUSINESS**

**5.1. Discussion of wedding brochure and update from ad hoc committee**

DeForest discussed setting up portal for wedding information on Chamber of Commerce website-information would include marriage licenses, venues, officiants, caterers, etc.; Chamber members can have their business' included for free, non-members may pay a fee; Chamber is looking for testimonials and/ or photos from people that have married in the county to help promote weddings in county

**5.2. Discussion and possible recommendation to the Alpine County Unified School District on the use of Adult Education funds for Wi-Fi at district sites**

Item moved to January regular meeting agenda

**5.3. Discussion of the Central Sierra Economic Development District's Comprehensive Economic Development Strategy(CEDS)**

Current CEDS is through end of 2021; in July 2020, BOS approved withdrawing CEDS grant to rewrite it & it was resubmitted with the focus on hiring an Economic Development Director and the grant was not approved; County was obligated to submit an In Kind Match and CAO Nichole Williamson will be the county's match & will coordinate feedback from the county

**6. INFORMATIONAL ITEMS and MEMBER REPORTS:**

**David Griffith-** BOS Strategic Planning Workshop postponed indefinitely; CA Broadband Action Plan in final draft; County in process of upgrading broadband access for visitors; ESSRP's rating of Alpine's project ideas not high although next stage is evaluation of feasibility of projects and Alpine's has more impact and VC package re: themes for marketing for ESSRP should be approved in Jan. or Feb.; CA Board of Forestry may reduce development opportunities including already approved developments; COVID lockdown may be targeting wrong groups/businesses

**Becky DeForest-** Death Ride will have new application for 2021to submit to planning commission as 10 year permit is expiring

**Frank Gerdeman:** LTCC will be offering Forestry certificates & degree program due to grants through CalFire and Conservancy; meeting with owner of Wylder Resort should happen soon

**Blake Weyland:** CEO of Wylder Resort reached out to discuss COVID restrictions on business, Weyland suggested CEO speak with county district supervisor Ron Hames; Williamson added that the county does not have any authority to have less restrictive rules than the state is imposing and the county must enforce the rules set by the state and residents can reach out to local legislators and use local data to propose easing of restrictions

**Nichole Williamson-** Health dept. working on Community Health Improvement Plan (CHIP) and needs community input; surveys will be sent to EDAC to participate in CHIP

**7. ITEMS INITIATED BY COMMITTEE MEMBERS:**

None

**8. NEXT MEETING SCHEDULE AND ADJOURNMENT**

The Committee will adjourn to the next scheduled meeting on January 12, 2021 to be held via teleconference.

Meeting adjourned at 2:40pm.

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Blake Weyland, Chair

Attest:

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Sharon King  
Alpine County Health & Human Services  
Administrative Assistant III