



**MEMORANDUM**  
**COUNTY OF PLACER**  
**Office of Economic Development**

175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax: (530) 889-4095

**DATE:** February 28, 2012  
**TO:** Honorable Board of Supervisors  
**FROM:** Holly Heinzen, Interim County Executive Officer  
David C. Snyder, Director  
**SUBJECT:** **COMMITTEE & COMMISSIONS - ECONOMIC DEVELOPMENT BOARD**

**ACTION REQUESTED:**

Approve an amendment to Resolution 2011-305 adding two seats representing Education (public) and Communications to the By Laws of the Placer County Economic Development Board. The additional seats will increase the Ad Hoc Technical Advisory Resource representatives to nine and the overall membership of the Board to 17.

**BACKGROUND:**

At the January 19, 2012, meeting of the Placer County Economic Development Board, it was unanimously recommended to add a second education seat and for the first time a communications seat to the Board's Ad Hoc Technical Advisory Resource (TAR) providers. The term would be two years, consistent with other TAR's and end December 31, 2013. The attached bylaws now include Seats #16 and #17.

**FISCAL IMPACT:**

None.

**Attachments:**

Resolution & By Laws

# Before the Board of Supervisors County of Placer, State of California

In the matter of: A RESOLUTION AMENDING  
RESOLUTION #2011-305 REGARDING THE  
COMPOSITION OF THE ECONOMIC  
DEVELOPMENT BOARD

Resol. No: \_\_\_\_\_

Ord No:

First Reading:

The following **RESOLUTION** was duly passed by the Board of Supervisors of the County of Placer  
at a regular meeting held **Tuesday, February 28, 2012** by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chairman, Board of Supervisors

**Attest:**  
**Clerk of said Board**

\_\_\_\_\_  
**WHEREAS**, The Board of Supervisors established the Economic Development Board on January 8, 1991, by Resolution #91-11, and amended by Resolutions #91-69; #93-280; #97-166; and reorganized the ED Board by Resolution #2007-394; and changed the composition of the Board by adding a Healthcare seat by Resolution #2010-192; staggering the terms of the TAR's by resolution 2011-39; added a Non-Profit seat by Resolution 2011-305; and

**WHEREAS**, the Economic Development Board serves as the Steering Committee for oversight and implementation of a county-wide Economic Development Board Roadmap (Roadmap); and

**WHEREAS**, on January 19, 2012 the Economic Development Board took action and voted unanimously to add Seats #16 & #17 representing a second education seat (one public/one private) and for the first time, a communications seat to the list of Technical Advisory Resource (TAR) representatives increasing the number of TAR representatives to nine; and

**WHEREAS**, the Economic Development Board will now include seventeen (17) members representing the following:

- Two representatives of the Board of Supervisors, one from District 2 and one from District 5;
- Six representatives, one from each of the six incorporated cities and/or towns appointed by their respective councils;
- Nine representatives from the Ad Hoc Technical Advisory Resource providers to include agriculture, communications, public education, private education, healthcare, manufacturing, non-profit, tourism and utilities.

**NOW THEREFORE**, the Board of Supervisors of the County of Placer does hereby resolve as follows:

1. To approve the additional Education Seat #16 and the Communication Seat #17 for two-year terms expiring 12/31/2013, recommended by the Executive Committee of the Economic Development Board, approved by the full Board and confirmed by the Board of Supervisors.

**BE IT HEREBY RESOLVED** that the Placer County Board of Supervisors adopts this resolution amending Resolution #2011-305 in order to add Seats #16 representing Education and Seat #17 representing Communication adding both to the list of the Ad Hoc Technical Advisory Resources providers to the Economic Development Board and approves the amended By Laws attached hereto.

Attached – By Laws



# COUNTY OF PLACER Economic Development Board

Bridget Powers, Chair 2012  
175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax: (530) 889-4095

## BY LAWS OF THE ECONOMIC DEVELOPMENT BOARD OF PLACER COUNTY

Established by BOS Resolution 91-11 on February 21, 1991  
Reorganized by BOS Resolution 07-394, approved December 11, 2007  
Amended by BOS Resolution 10-192 approved July 27, 2010  
Amended by BOS Resolution 11-39 approved February 22, 2011  
Amended by BOS Resolution 11-305 approved November 8, 2011  
Amended by BOS Resolution 12-\_\_\_ approved February 28, 2012

### ARTICLE I: NAME

The name of this Board shall be the Pl  
as the "PCEDB".

OK

ment Board, hereinafter referred to

### ARTICLE II: MISSION STATEMENT

The Placer County Economic Development Board is a well informed and influential network of community leaders representing all regions of Placer County.

The Economic Development Board actively works to preserve and improve the physical, social, and economic health of Placer County by integrating multiple and diverse communities into a highly competitive region armed with the resources to fully realize its economic development potential and take advantage of its unique opportunities.

### ARTICLE III: COUNTYWIDE GOALS

The PCEDB shall serve as the Steering Committee for oversight, implementation, and updating of the Placer County Economic Development Board Roadmap completed in December 2009.

The completed Economic Development Board Roadmap guides selection of industry targets, Technical Advisory Resource PCEDB Representatives, and recommends additional goals, objectives and actions to the PCEDB.

North Lake Tahoe Resort Association is represented on PCEDB by District 5 Supervisor and designated staff also sits on Economic Development Professionals Committee.

PCEDB Meetings should be organized as local forums around specific topics with panel of experts.

Peer-to-peer focus on economic development issues, business retention and expansion, local economic activity, new initiatives, communication and collaboration.

Tap into considerable expertise of PCEDB members, Economic Development Professionals Committee, and Technical Advisory Resource Representatives, obtaining feedback and input for policy formation.

Emphasis on building cooperative relationships among city and county Economic Development Professionals.

Economic Development Professionals Committee (ED Professionals) meets quarterly to discuss branding county assets and joint marketing, lead-sharing, best practices, programs and resources. The ED Professionals consist of the County Economic Development Director and Economic Development Directors or Managers from Roseville, Rocklin, Lincoln, Loomis, Auburn, Colfax and North Lake Tahoe.

The ED Professionals Committee brings policy recommendations to PCEDB and works with Technical Advisory Resource representatives on an as-needed basis.

Promote a spirit of friendly competition, including development of inter-jurisdictional business attraction, expansion and retention teams among cities, county and North Lake Tahoe.

#### ARTICLE IV: APPOINTMENTS

Per Resolution 10-192, the Economic Development Board shall include members representing the following seats:

- Two representatives of the Board of Supervisors, one from District 2 and one from District 5;
- Six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils;

Per Resolution 11-39 the Economic Development Board Technical Advisory Resource terms shall be staggered & Resolution 11-305 adding the non-profit seat AND Resolution 12-\_\_\_\_ adding a second education seat (one public/one private) and a communications seat:

- ***Nine*** representatives from the Ad Hoc Technical Advisory Resource providers to include agriculture, ***communication, public education, private education***, healthcare, non-profit, manufacturing, tourism and utilities to serve two year, staggered terms recommended by Executive Committee with future selection guided by updates to the Placer County Economic Development Board Roadmap and confirmed by the Placer County Board of Supervisors.

ARTICLE V: ECONOMIC DEVELOPMENT BOARD

The Board members shall have such a background of education and experience as will provide the PCEDB with collective knowledge and expertise and as will enable the PCEDB to discharge its obligations to the County. Such experience shall include, but not be limited to, the fields of agriculture, chambers of commerce, development, education, healthcare, labor, local, state & Federal permitting, non-profits, manufacturing, tourism, transportation, utilities and workforce.

ARTICLE VI: OFFICERS

The officers of this Board shall be the Chair, and the Vice-Chair.

Section 1: The officers of this Board shall serve on the Executive Committee which shall also include two past chairs and one other representative selected by the PCEDB.

Section 2: The Executive Committee shall take a leadership role in the PCEDB, acting on behalf of the Board pursuant to the policies, procedures, and authority of the By-Laws. The Executive Committee is obligated to report actions to the PCEDB at its next scheduled meeting. The Executive Committee has the authorization to act and make decisions on behalf of the entire Board. They may be called upon to make decisions surrounding issues that arise between regularly scheduled Board meetings or take action on issues that do not require the attention of the full Board.

Section 3: All officers shall be elected by a majority vote of the PCEDB and for the term of one year ending on the first regular meeting of the year.

Section 4: Any vacancy of office shall be filled for the unexpired portion of such office by the members at any regular or special meeting.

Section 5: Removal from office of any elected officer shall be by a majority vote of the PCEDB.

Section 6: Duties of such officers herein named shall be those generally prescribed for such office together with such other duties as may be assigned by the Chair.

Section 7: The incoming chair shall have the power to appoint sub-committee members as necessary for the PCEDB's business. All Committee appointments expire when appointing chair's term of office expires; or when subcommittee members have completed their assigned tasks; and/or by direction from the chair.

ARTICLE VII: MEETINGS

Section 1:

Meetings of the PCEDB shall:

- a. Take place quarterly with at least one meeting per year in North Lake Tahoe; or

b. On call of the Chair or a majority of members with allowable public notice.

Section 2: Said meetings shall be on the third Thursday of January, April, June and September at 3 p.m. except that any specially called meetings shall require at least seventy-two hours written notice to the members of the PCEDB.

Section 3: A quorum shall be present at any meeting of the PCEDB with the presence of fifty percent (50%) plus one, members of the body.

Section 4: All meetings shall be held in a manner consistent with all state and county laws and regulations (Brown Act). Robert's Rules of Order, Newly Revised, shall govern the conduct of meetings with the provisions herein are not specifically applicable.

ARTICLE VIII: FISCAL YEAR

The fiscal year of the PCEDB shall begin on January 1<sup>st</sup> and end on December 31<sup>st</sup>, of each succeeding year.

ARTICLE IX: AMENDMENTS

These By Laws may be amended at any meeting of the PCEDB providing that notice of the proposed amendments have been mailed to each of the members at least 14 days prior to the date of the meeting. By Laws may be amended by a majority vote of the PCEDB. A copy of the amended By Laws shall be filed with the Clerk of the Board of Supervisors.

ARTICLE X: ACKNOWLEDGEMENT

All PCEDB Members upon appointment by the Board of Supervisors, or their respective organizations, and by the attendance at their first regularly scheduled PCEDB meeting shall have read and signed a copy of the PCEDB adopted and/or amended By Laws.

Adopted: April 19, 2012

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