



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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

DATE: December 11, 2007

TO: Honorable Board of Supervisors

FROM: Rich Colwell, Chief Assistant CEO *Rich Colwell*
David C. Snyder, Director

SUBJECT: Approve a Resolution Reorganizing the Economic Development Board

ACTION REQUESTED

Approve a resolution reorganizing the Economic Development Board.

BACKGROUND

On December 7, 1982, the Placer County Commission on Business & Industrial Development (Commission) was formed to advise the Board of Supervisors on matters of commerce and trade, and also to promote trade and commerce. Each Supervisor appointed two members and it was housed within the CEO's Office of Economic. The Commission released a number of studies and technical reports on business and expansion prospects for the County as well as targeting growth priorities. In 1988, the Board of Supervisors reduced the size of the Commission to seven (7) with one appointment each and two (2) at-large members serving.

Also in the early 1980's, the Placer County Manufacturers' Association (PCMA) was formed. It consisted of twenty (20) private industry members including Hewlett-Packard, NEC, Formica Corporation, Reynolds Metals and Herman Miller. PCMA's objectives were to influence public policy on relevant issues such as land use, taxes, fees and regulations. Most importantly, it served to facilitate communication between industry and government. PCMA had a number of success stories over the years but disbanded in the late 1990's when a number of key members ceased operations, relocated or began downsizing. The possible formation of a Sunset Industrial Area business organization is an excellent opportunity to renew this effort.

On January 8, 1991 the Commission was replaced by the Placer County Economic Development Board (PCEDB) when your Board realized that a broader base of support would assist the County to attract new business and industry. The PCEDB was formed with broader purposes of advising the Office of Economic Development's business attraction and retention efforts. In the late 1990's, it also assumed the role of advisor to the Placer-Lake Tahoe Film Office.

During the 1990's and earlier this decade, the PCEDB benefited the County through a number of accomplishments including tourism promotional efforts in western Placer County; release of a five-year economic development strategy in 1991; and annual organizational and marketing plans through 2005.

As with many organizations that have been around a number of years, PCEDB appeared to have lost direction and a sense of purpose during the past few years. Quorums during 2005 were frequently unobtainable and a number of meetings were cancelled. Chairwoman Lyndell Grey was concerned enough to schedule a series of meetings with CEO staff and Supervisor Weygandt during May of 2006. Out of these meetings, the Executive Committee was charged with finding a way to re-energize the organization, or disband it. In June of 2006, the Executive Committee met and proposed a number of recommendations including enlisting the cities as economic development partners, collaborating more closely with the Chambers, focusing on the Sunset Industrial Area, organizing a retreat, researching other economic development models, and making meetings more meaningful.

In August of 2006, PCEDB members were surveyed and selected the following three (3) priorities: preparation of a countywide economic development strategy, focus on business retention & expansion, and strengthening linkages with the cities. In September of 2006, the PCEDB hosted a Board retreat at The Ridge. Stakeholders from the cities, chambers and local businesses participated. The majority of participants agreed that the purpose/role of the PCEDB should focus on: communication between county & cities; seizing economic opportunities; connecting education with employers and businesses; establishing a seamless approach to economic development; defining best practices; and serving as the steering committee for preparation of a countywide economic development strategic plan.

Throughout the remainder of 2006, the Executive Committee reported progress of the reorganization to the entire PCEDB. This included securing a grant from PG&E to assist with research; refining earlier recommendations surrounding meeting approach, (less); size of board (smaller); emphasis on economic development professionals; representation (inclusion of North Lake Tahoe); and technical advisory committees and representatives around specific industries (e.g. healthcare).

In the first six months of 2007, the Executive Committee met twice more to review the reorganization, incorporate suggestions made at the full board meeting in January, and to further streamline the approach. A refinement of the tiered membership structure, particularly the peer-to-peer relationship of City Council to Board of Supervisors, came out of these meetings. On June 14, 2007 the Executive Committee voted to approve the reorganization and submitted it to the full board for consideration. On June 21, 2007 the PCEDB unanimously approved the reorganization recommendations. On September 27, 2007 the PCEDB reviewed and discussed new by-laws and placed them on the January 17, 2008 agenda for action.

Presented below for your Board's review is the organizational structure recommended for your adoption by the PCEDB:

1. Establish a thirteen voting member County-wide Economic Development Board
 - Two Board of Supervisors' Members; District 5 and one additional (District 2).
 - Six City-Council Members represent cities (unchanged)

- Five Technical Advisory Resource representatives appointed by Executive Committee to serve on Board (with voting privileges)
 - North Lake Tahoe Resort Association is represented on Board by District 5 Supervisor and sits on Economic Development Professionals Committee
 - Board meets quarterly, rotating among jurisdictions, including North Lake Tahoe at least once each year.
 - Quarterly 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 the considerable expertise of Board members, Economic Development Professionals and Technical Advisory Resource representatives, obtaining feedback and input for policy formation.
 - Board serves as Steering Committee for development of County-wide economic development strategy.
2. Emphasis on building cooperative relationships among City and County Economic Development Professionals
- ED professionals meet quarterly, the month prior to the County-wide Economic Development Board, to discuss branding county assets and joint marketing, lead-sharing, best practices, programs and resources. This could include tapping the expertise of marketing professionals for development of County-wide marketing plan.
 - Rotate meetings, hosting, and planning responsibilities, among jurisdictions. Cities and County will take turns organizing meetings.
 - Promote a spirit of "friendly competition", including development of "inter-jurisdictional" business attraction, expansion & retention teams among the cities, county, and North Lake Tahoe.
 - ED Professionals bring policy recommendations to the full Board and work with Technical Advisory Resource representatives on as-needed basis.
3. Ad Hoc Technical Advisory Resource Representatives:
- Five Technical Advisory Resource Representatives appointed by Executive Committee to serve on Board each year.
 - County-wide Economic Development Strategy will guide selection of industry sectors and Executive Committee's two-year appointments of TAR Board representatives.
 - TAR works with ED Professionals to formulate policy recommendations on issues and opportunities common to the cities, county and North Lake Tahoe. Policy recommendations are brought to the full Board of Directors for action.

ENVIRONMENT IMPACT - None.

FISCAL IMPACT - None.

Attachments

1. Organization Chart
2. Resolution
3. By Laws
4. Past Resolutions
5. Letters of Support

Placer County Board of Supervisors

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Thirteen Voting Member County-Wide Economic Development Board

Two Board of Supervisors Members
Six City Council Members
Five Technical Advisory Resources*

(Meets quarterly, Executive Committee appoints five TAR
Representatives for 2007; county-wide strategy will assist in
identifying TAR for 2008)

Economic Development Professional's Committee

Eight Economic Development Professionals

(Representing the six cities,
North Lake Tahoe and county)
(Meets quarterly the month prior to ECD Board)

Ad Hoc

Technical Advisory Resources

- Agriculture*
- Chambers
- Development
- Education*
- Healthcare
- Labor
- Local, State & Federal Permitting
- Manufacturing*
- Tourism*
- Transportation
- Utilities*
- Workforce

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

In the matter of: A RESOLUTION SUPERSCEEDING
RESOLUTION 97-166 REGARDING THE
COMPOSITION OF THE ECONOMIC
DEVELOPMENT BOARD AND RE-ESTABLISHING
A NEW 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, December 11, 2007** 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 (EDB) on January 8, 1991, by Resolution 91-11, and amended by Resolutions 91-69; 93-280 and 97-166; and

WHEREAS, the Economic Development Board and it's Executive Committee met numerous times from June 2006, through June 14, 2007, to reach consensus on a reorganization; and

WHEREAS, the Economic Development Board voted unanimously on June 21, 2007, to accept the recommendations of its Executive Committee and adopt the reorganization proposal; and

WHEREAS, the Economic Development Board shall serve as the Steering Committee for oversight and implementation of a county-wide Economic Development Strategy; and

WHEREAS, the reorganized Economic Development Board provides an emphasis on building cooperative relationships among city and county economic development professionals; and

WHEREAS, the Economic Development Board shall now include thirteen (13) members representing the following:

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

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

1. That this resolution supersedes Resolutions 91-69, 91-246, 93-280 and 97-166 in order to reorganize and re-establish the Economic Development Board of the County of Placer;
2. That the Economic Development Board shall consist of thirteen (13) members representing the following constituencies:
 - a. Two (2) representative from the Board of Supervisors, the Supervisor for District 2 and the Supervisor for District 5;
 - b. Six (6) representatives, one from each of the six incorporated cities and/or towns in Placer County, who are members of and appointed by their respective city or town councils;
 - c. Five (5) representatives from each of the following technical advisory resource providers, designated as agriculture, education, manufacturing, tourism and utilities, selected by the Executive Committee of the Economic Development Board and confirmed by the Board of Supervisors.
3. The Economic Development Board shall establish an Executive Committee consisting of the current Chair, the current Vice Chair, the two (2) past Board Chairs and one other member selected by the Economic Development Board.

BE IT HEREBY RESOLVED that the Placer County Board of Supervisors adopts this resolution replacing Resolutions 91-69, 91-246, 93-280 and 97-166 in order to reorganize and re-establish the Economic Development Board and in order to reorganize and re-establish the Economic Development Board and approves the amended By Laws attached hereto.



COUNTY OF PLACER Economic Development Board

John Allard, Chairman
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
Amended by Resolution 07-____, approved _____ 2007

ARTICLE I: NAME

The name of this Board shall be the Placer County Economic Development Board, hereinafter referred to as the "PCEDB".

ARTICLE II: MISSION STATEMENT

The PCEDB will adopt a new mission statement as part of a countywide strategic planning process in 2007-2008.

ARTICLE III: COUNTYWIDE GOALS

The Economic Development Board shall serve as the Steering Committee for oversight and implementation of a countywide economic development strategy to be completed in 2007-2008.

Completed Economic Development Strategy will guide selection of industry sectors, Technical Advisory Resource PCEDB Representatives, and recommend additional goals, priorities and policies to the PCEDB.

North Lake Tahoe Resort Association is represented on PCEDB by District 5 Supervisor and 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 work 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 07-___, the Economic Development Board shall include members representing the following seats:

- Two representatives of the Board of Supervisors, one from District 5 and one from District 2;
- Six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils;
- Five representatives from the Ad Hoc Technical Advisory Resource providers to initially include agriculture, education, manufacturing, tourism and utilities to serve two year terms appointed by Executive Committee with future selection guided by County Economic Development Strategy 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, 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 along 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 11:30 a.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 1st and end on December 31st, 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: _____, 2007

Name: _____ Date: _____

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

In the matter of: A RESOLUTION AMENDING
RESOLUTION 93-280 REGARDING THE COMPOSITION
OF THE ECONOMIC DEVELOPMENT BOARD

Resol. No.: 97-166

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 June 24, 1997,
by the following vote on roll call:

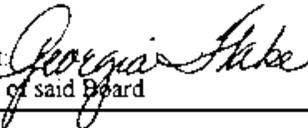
Ayes: WEYGANDT, WHITE, SANTUCCI, WILLIAMS, BLOOMFIELD
Noes: NONE
Absent: NONE

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 (EDB) on January 8, 1991 by Resolution 91-11, and amended by Resolution 91-69; and

WHEREAS, the Board of Supervisors adopted the five year Economic Development Strategy prepared by Cambridge Systematic as the Countywide Economic Development Plan; and

WHEREAS, the Economic Development Board shall serve as the Steering Committee for the oversight and implementation of the strategy and future strategies; and

WHEREAS, the Economic Development Board shall include seventeen (17) members representing the following seats:

One representative from each of the six cities and towns appointed by their respective councils (6 members),

One representative from the Placer County Manufacturers' Association (1 member),

One representative appointed by Sierra College (1 member),

One representative appointed by the North Lake Tahoe Resort Association, as an interim seat until an incorporation of a City in the North Shore occurs, at which time the City will then appoint a representative (1 member),

One representative from each of the five Supervisorial Districts appointed by the Board of Supervisors (5 members, one from each district) with terms to run concurrent with the appointing supervisors term,

Three At-Large representatives appointed by a majority of the Board of Supervisors. The members will represent Management, Labor and Agriculture (3 members), with terms of 4 years each; and

WHEREAS, the eight (8) Supervisorial-appointed seats shall be eligible for compensation of \$75.00 for each meeting attended, and shall be reimbursed for necessary travel and expenses in accordance with the County Administrative Rules for County Employees; and

WHEREAS, the non-supervisorial appointments shall not be reimbursed for expenses by the County of Placer, and shall be responsible for their respective claims, expenses and incidental costs.

BE IT HEREBY RESOLVED that the Placer County Board of Supervisors adopts this Resolution replacing Resolutions 91-69, 91-246, 93-280 in order to clarify the representative appointed from the North Lake Tahoe area.

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

In the matter of:

Resol. No: 93-280

RESOLUTION TO ADD ONE AGRICULTURE
SEAT TO THE ECONOMIC DEVELOPMENT
BOARD APPOINTED BY THE BOARD OF
SUPERVISORS

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 September 7, 1993
by the following vote on roll call:

Ayes: FERREIRA, LICHAU, UHLER, BLOOMFIELD, OZENICK

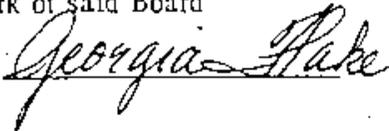
Noes: NONE

Absent: NONE

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 (EDB) on
March 5, 1991, by Resolution 91-69, and

WHEREAS, the Board of Supervisors adopted the five year Economic Development
Strategy prepared by Cambridge Systematics as the Countywide Economic Development
Plan, and

WHEREAS, the Economic Development Board shall serve as the Steering Committee for
the oversight and implementation of the strategy and future strategies, and

RESOLUTION TO ADD ONE AGRICULTURE
SEAT TO THE ECONOMIC DEVELOPMENT
BOARD APPOINTED BY THE BOARD OF
SUPERVISORS

WHEREAS, the Economic Development Board shall include members representing the following seats:

One representative from each of the six cities and towns appointed by their respective councils (6 members),

One representative from the Placer County Manufacturers' Association (1 member),

One representative appointed by Sierra College (1 member),

One representative appointed by the North Lake Tahoe Chamber of Commerce Board of Directors as an interim seat until an incorporation of a City in the North Shore occurs, at which time the City will then appoint a representative (1 member),

One representative from each of the five Supervisorial Districts appointed by the Board of Supervisors (5 members, one from each district) with terms to run concurrent with the appointing Supervisors term,

Three At-Large representatives appointed by a majority of the Board of Supervisors. The members will represent Management, Labor and Agriculture (3 members), with terms of 4 years each, and

WHEREAS, the eight (8) Supervisorial-appointed seats shall be eligible for compensation of \$75.00 for each meeting attended, and shall be reimbursed for necessary travel and expenses in accordance with the County Administrative Rules for County Employees, and

WHEREAS, the non-supervisorial appointments shall not be reimbursed for expenses by the County of Placer, and shall be responsible for their respective claims, expenses and incidental costs.

BE IT HEREBY RESOLVED that the Placer County Board of Supervisors adopts this Resolution amending Resolution 91-69 to include: one Agriculture seat on the Economic Development Board appointed by the Board of Supervisors for a term to coincide with the term of the District 2 Supervisor.

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

In the matter of:
AMEND RESOLUTION 91-69 TO AUTHORIZE
A STIPEND FOR SUPERVISORY APPOINTEES
TO THE ECONOMIC DEVELOPMENT BOARD AND
REIMBURSEMENT FOR MILEAGE AND EXPENSES

Resol. No: 91-246

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 August 6, 1991
by the following vote on roll call:

Ayes: OZENICK, FERREIRA, BELAND, FLUTY

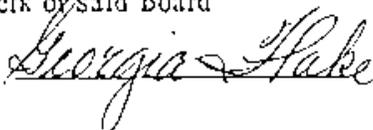
Noes: NONE

Absent: HOGG

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 (EDB) on January 8, 1991, by Resolution 91-11, and

WHEREAS, the Board of Supervisors adopted the five year Economic Development Strategy prepared by Cambridge Systematics as the Countywide Economic Development Plan, and

WHEREAS, the Board of Supervisors is interested in including additional members on the Economic Development Board, and,

WHEREAS, the Economic Development Board shall include members representing the following seats:

One representative from each of the six cities appointed by their respective representative councils (6 members),

One representative from the Placer County Manufacturers' Association (1 member),

One representative appointed by Sierra College, (1 member),

One representative appointed by the North Lake Tahoe Chamber of Commerce Board of Directors as an interim seat until an incorporation of a City in the North Shore occurs, at which time the City will then appoint a representative (1 member).

One representative from each of the five Supervisory Districts appointed by the Board of Supervisors (5 members).

Four At-Large representatives appointed by the Board of Supervisors. Two members will be representing management and labor seats. Two members are being carried over from the Business and Industrial Development Commission who will remain until their respective terms expire on June 30, 1991, and June 30, 1993, (4 members), and

WHEREAS, these Economic Development Board members appointed to a specific seat by the Board of Supervisors shall be eligible for mileage and expenses pertaining to official business only,

WHEREAS, those Economic Development Board members appointed to a specific seat by the Board of Supervisors shall be eligible for a ~~\$75~~ stipend for each regularly scheduled Economic Development Board meeting attended.

WHEREAS, an eighteen (18) member Economic Development Board will function until the two At-Large appointments expire and at such time the official number of seats will become sixteen as recommended by the Board of Supervisors, and

BE IT HEREBY RESOLVED, that the Placer County Board of Supervisors with this Resolution, RESCINDS Resolution 91-11 and establishes the Placer County Economic Development Board (PCEEDB) to carry out the actions of the Economic Development Strategy as approved by the Board of Supervisors.

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

In the matter of:
RESOLUTION TO RESCIND RESOLUTION 91-11
AND ESTABLISH A NEW RESOLUTION CREATING
THE PLACER COUNTY ECONOMIC DEVELOPMENT
BOARD (PCEDB)

Resol. No: 91-69

Ord. No:

First Reading:

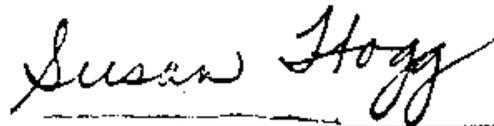
The following Resolution was duly passed by the Board of Supervisors
of the County of Placer at a regular meeting held March 5, 1991
by the following vote on roll call:

Ayes: OZENICK, BELAND, FLUTY, HOGG

Nocs: NONE

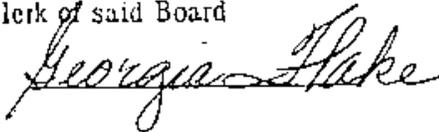
Absent: FERREIRA

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 (EDB) on January 8, 1991, by Resolution 91-11, and

WHEREAS, the Board of Supervisors adopted the five year Economic Development Strategy prepared by Cambridge Systematics as the Countywide Economic Development Plan, and

WHEREAS, the Board of Supervisors is interested in including additional members on the Economic Development Board, and,

Resolution Rescinding Resolution 91-11
and Establishing the Placer County Economic
Development Board (PCEDB)

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WHEREAS, the Economic Development Board shall include members representing the following seats:

One representative from each of the six cities appointed by their respective councils (6 members),

One representative from the Placer County Manufacturers' Association (1 member),

One representative appointed by Sierra College, (1 member),

One representative appointed by the North Lake Tahoe Chamber of Commerce Board of Directors as an interim seat until an incorporation of a City in the North Shore occurs, at which time the City will then appoint a representative (1 member).

One representative from each of the five Supervisory Districts appointed by the Board of Supervisors (5 members).

Four At-Large representatives appointed by the Board of Supervisors. Two members will be representing management and labor seats. Two members are being carried over from the Business and Industrial Development Commission who will remain until their respective terms expire on June 30, 1991, and June 30, 1993 (4 members), and

WHEREAS, an eighteen (18) member Economic Development Board will function until the two At-Large appointments expire and at such time the official number of seats will become sixteen as recommended by the Board of Supervisors, and

BE IT HEREBY RESOLVED, that the Placer County Board of Supervisors, with this Resolution, RESCINDS Resolution 91-11 and establishes the Placer County Economic Development Board (PCEDB) to carry out the actions of the Economic Development Strategy as approved by the Board of Supervisors.

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

In the matter of:

Resol. No: 91-11

BE IT RESOLVED THAT THE PLACER
COUNTY BOARD OF SUPERVISORS
ESTABLISHED THE ECONOMIC DEVELOPMENT
BOARD AND HEREBY DISSOLVES THE BUSINESS
AND INDUSTRIAL DEVELOPMENT COMMISSION.

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 JANUARY 8, 1991

by the following vote on roll call:

Ayes: OZENICK, FERREIRA, BELAND, FLUTY, HOGG

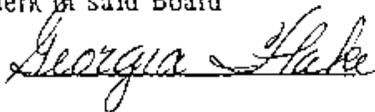
Noes: NONE

Absent: NONE

Signed and approved by me after its passage.


Chairman, Board of Supervisors

Attest:
Clerk of said Board



WHEREAS, the Board of Supervisors adopted the five year economic development strategy prepared by Cambridge Systematics as the Countywide Economic Development Plan.

WHEREAS, the Economic Development Board shall serve as the Steering Committee for the oversight and implementation of the Strategy.

WHEREAS, the Economic Development Board (EDB) will consist of the following seats: Five appointments from the Board of Supervisors representing each of the five supervisorial districts, six city council members, one appointed from each incorporated city/town, one seat representing the Placer County Manufacturer's Association (PCMA), one seat representing Sierra College, and one seat representing No. Lake Tahoe Chamber of Commerce (until a city is incorporated). A total of fourteen (14) members.

WHEREAS, the EDB will be responsible to the Board of Supervisors and shall report all necessary economic development findings to the Board at least once a year for approval.

THEREFORE BE IT RESOLVED, that the Placer County Board of Supervisors establishes the Placer County Economic Development Board to carry out the actions of the Economic Development Strategy.



December 4, 2007

Mr. David Snyder
County of Placer
Office of Economic Development
175 Fulweiller Avenue
Auburn, CA 95603

RE: REORGANIZATION OF THE PCEDB

Dear Dave:

Thank you for attending our Government Affairs Committee meeting for Lincoln Area Chamber of Commerce. The information packet you provided was very helpful in explaining the reorganization of the Placer County Economic Development Board.

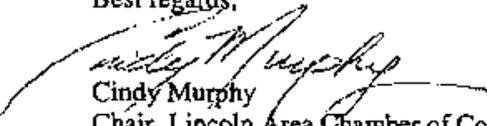
Our group was impressed that the group had started meeting over a year ago to look at the Board's composition (i.e. membership meetings, mission, authority of the Board and various alternatives going into the future). From these meetings, it was apparent that the Executive Committee needed to find a way to reorganize the PCEDB and have a strategic planning process for 2008.

We hope that the Placer County Board of Supervisors adopts the new structure, as it will be a big step forward because the City and County will be able to learn from one another and they will be able to accentuate strengths and minimize weaknesses.

We appreciated your role with the committee, helping to coordinating the process, making sure everyone works together (i.e. hire consultant, make sure City's and Chambers are on board, stakeholders to participate in process, etc.). Bobbi Park with our Chamber also stated that she would like to see synergy between other entities strategic planning efforts such as the city and the chamber to improve collaboration and communication. The City of Lincoln's Economic Development Commission is in the process of updating its strategic plan and the Lincoln Chamber revisits its strategy on an annual basis.

The Lincoln Chamber agrees with your goal to overlay the strategic plans from everyone and not reinvent the wheel. Thank you again Dave for coming to our meeting.

Best regards,


Cindy Murphy
Chair, Lincoln Area Chamber of Commerce
Government Affairs Committee

David C. Snyder, CE&D
County of Placer
Office of Economic Development
175 Fulweiler Avenue
Auburn, CA 95603

Dear Dave:

Thank you once again for taking the time to visit with the members of the Rocklin Area Chamber of Commerce Government Affairs Committee last week. The members present greatly appreciated the opportunity to hear of Placer County's proposal to adjust the composition of the Economic Development Commission and formalize some of its duties and functions. While members did not vote to support any recommendation, they did agree to forward some of their comments for consideration by you and county representatives.

- Members like the idea of a committee of economic development professionals from the county and cities established as an ongoing advisory group to the Commission.
- Members also like the idea of the industry advisory committee and ensuring that several individuals from the industry advisory group serve formally on the Commission as members. It was suggested that once the county identifies primary industries for economic growth, the individual sectors represented on the Commission may be adjusted to reflect those priorities.
- Members liked the idea of the county developing a formal economic development strategy similar to the efforts conducted by Roseville, West Sacramento and other jurisdictions in the Sacramento region. This will allow the county to identify priority industries to grow and recruit and also inform the county how to work in cooperation with other jurisdictions in the county and within the region.
- Members suggested that small business growth and development be included in such a strategy as a priority economic segment. Members suggested that the county could identify a single web-based resource that all organizations that serve small business could refer business people to for assistance and information.
- Members expressed a concern that many boards and commissions are filled with local elected officials who, because they are assigned so many similar responsibilities, that they can lose focus. Members believe that the private sector representatives are essential to ensure the Commission focuses, prioritizes and acts expeditiously.

Thank you once again Dave, for visiting with the Rocklin Chamber of Commerce and allowing individual chamber members to share their views with you and our county representatives.

Regards,

David N. Butler,
CEO, Linking Education and Economic Development (LEED)
Chairman, Rocklin Area Chamber of Commerce
Government Affairs Committee

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