



# MARIPOSA COUNTY

Board of Supervisors • (209) 966-3222



## **RESOLUTION - ACTION REQUESTED 2013-148**

MEETING: April 16, 2013

TO: The Board of Supervisors

**MINUTE ORDER ATTACHED**

FROM: Kevin Cann, District IV Supervisor

RE: Economic Development Leadership Workshop

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### **RECOMMENDATION AND JUSTIFICATION:**

Accept the Mariposa County Economic Development Corporation's (EDC) Offer to Host a "Charting the Course to Prosperity" Local Elected Officials Leadership Workshop for the Board of Supervisors and to Select an Additional Five Participants to Attend the Workshop. The California Association for Local Economic Development (CALED) regularly conducts Local Elected Officials (LEO) workshops for cities and counties throughout the State. The LEO workshop has never been conducted in Mariposa County and the EDC is offering to sponsor one for the Board and other key elected and appointed officials in mid-May of this year.

Larry Cope, Executive Director of the Central Sierra Economic Development District (CSEDD) is a long-time Director for CALED and certified instructor for LEO workshops. Larry has agreed to conduct the workshop in Mariposa County which will allow the Board to an opportunity to get better acquainted with him and his work on the County's behalf at the CSEDD.

The half-day workshop is normally scheduled as a morning session and covers a full range of economic development topics focused on identifying strategies for strengthening the local economy through business retention, expansion, and attraction. Larry's familiarity with Mariposa County will enable him to tailor the session to our specific needs.

Optimal attendance for the LEO is 10 to 12, with a maximum of 15. The EDC is requesting that all five Board members attend and that the Board to select an additional five participants.

Attached is additional information regarding the LEO.

### **BACKGROUND AND HISTORY OF BOARD ACTIONS:**

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**

Do not accept the EDC's offer to host the forum. The Board and other community leaders will forego an opportunity to learn about enhancing local economic vitality.

**ATTACHMENTS:**

**LEO (PDF)**

**CAO RECOMMENDATION**

Requested Action Recommended

  
Rick Benson, County Administrative Officer

**RESULT: ADOPTED [UNANIMOUS]**

**MOVER:** Kevin Cann, District IV Supervisor

**SECONDER:** Merlin Jones, District II Supervisor

**AYES:** Stetson, Bibby, Cann, Carrier, Jones

## “Charting the Course to Prosperity” Leadership Forums for Local Economic Development

CALED is pleased to offer Economic Development Leadership Forums to guide city and county elected officials and other influential community representatives in positively shaping their economies. For the past five years, we have been providing these forums for communities across California. Each Leadership Forum is tailored to the unique needs of a specific community or geographic area. They are designed to provide the elected officials, economic development-related boards and commissions, workforce organizations, and senior staff with the knowledge they need to make solid decisions for their community and its citizens.

Understanding the economic development process, gives local leaders a competitive edge and the ability to weigh the benefits and risks of decisions they face almost daily.

A typical half-day Leadership Forum includes presentations and facilitated discussions on:

- ✦ What economic development is
- ✦ Why it is important to a community
- ✦ Economic development strategies
- ✦ Economic development resources
- ✦ Common traits of successful programs
- ✦ The competition
- ✦ Economic development tools
- ✦ Measuring and selling success
- ✦ How local leaders play a critical role
- ✦ The partnerships that create prosperity
- ✦ Trends and issues

Each Forum is also designed to spotlight and support existing economic development efforts. We help communities build on what they have and become more adept at shaping a business climate that will nurture local industry and be attractive for new investments.

Each host community is responsible for event logistics, refreshments, invitations, and RSVPs. CALED will do advance work in tailoring the event to meet local needs, will select appropriate handout and presentation material, and will provide a highly qualified economic development professional/trainer to lead the process.

**Cost: CALED members pay \$2,500 plus Team Travel Expenses.**

For additional information or to schedule an Charting the Course to Prosperity – Economic Development Leadership Forum for your community, contact:

Wayne Schell, President & CEO  
916/448-8252



# COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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JOHN CARRIER

DISTRICT I  
DISTRICT IV  
DISTRICT III  
DISTRICT II  
DISTRICT V



## MARIPOSA COUNTY BOARD OF SUPERVISORS

### MINUTE ORDER

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TO: SUPERVISOR CANN

FROM: RENE' LaROCHE, Clerk of the Board *RL*

SUBJECT: **Accept the Mariposa County Economic Development Corporation's (EDC) Offer to Host a "Charting the Course to Prosperity" Local Elected Officials Leadership Workshop for the Board of Supervisors and to Select an Additional Five Participants to Attend the Workshop**

RES. 13-148

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on April 16, 2013

#### ACTION AND VOTE:

**8. Board of Supervisors RES-2013-148**

**Accept the Mariposa County Economic Development Corporation's (EDC) Offer to Host a "Charting the Course to Prosperity" Local Elected Officials Leadership Workshop for the Board of Supervisors and to Select an Additional Five Participants to Attend the Workshop**

Supervisor Cann presented the item, with Roger Biery/Economic Development Commission assisting. Mr. Biery noted that he feels the timing is right for this item.

Board Comment:

Supervisor Jones noted that he is looking forward to participating.

Supervisor Cann inquired as to the participation of the EDC in the event; feels that Roger should be there in an interactive capacity; thinks the Planning Director and/or the Deputy Planning Director should be there; and that Kathy McCorry should be included, as well.

Supervisor Carrier required clarification as to the cost. Mr. Biery responded, noting that the entire cost will be borne by the EDC.

Supervisor Carrier wondered if there is a Brown Act issue that would prevent all five Supervisors from attending. County Counsel responded that there is not, as it is educational.

Supervisor Bibby noted that there are costs mentioned on agenda packet page 199, and required clarification regarding same. Mr. Biery restated that there would be no cost to the County; that the EDC is already picking up the tab; and the Supervisors would be invited to attend,

Supervisor Bibby inquired as to possible dates. Mr. Biery responded that it would most likely be in June.

Discussion was held regarding potential cost and dates to hold the event.

Supervisor Bibby recommended that Planning be included to make sure that any programs developed are in compliance with the General Plan.

Discussion ensued regarding possible attendees.

Public Comment: None.

Supervisor Cann moved that the item be approved as requested, with the following suggested attendees: Roger Biery, Karen Smith, Sarah Williams/Planning Director and/or Bryan Foucht/Assistant Planning Director, CAO, the new Business Development Coordinator, Kathy McCorry, and Terry Selk.

Supervisor Bibby recommended Lester Bridges as an attendee.

Supervisor Cann amended his Motion to include Mr. Bridges.

Supervisor Jones seconded the Motion and its amendment.

**RESULT: ADOPTED [UNANIMOUS]**

**MOVER:** Kevin Cann, District IV Supervisor

**SECONDER:** Merlin Jones, District II Supervisor

**AYES:** Stetson, Bibby, Cann, Carrier, Jones

Cc: Sarah William, Planning Director  
Rick Benson, CAO  
Kathy McCorry, Executive Director, Chamber of Commerce  
Terry Selk, Executive Director, Yosemite/Mariposa County Tourism Bureau  
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