



MARIPOSA COUNTY

Administration • 209-966-3222



RESOLUTION - ACTION REQUESTED 2016-41

MEETING: January 19, 2016
TO: The Board of Supervisors
FROM: Mary Hodson, CAO
RE: Economic Development Strategy Meeting Schedule

MINUTE ORDER ATTACHED

RECOMMENDATION AND JUSTIFICATION:

Review and Approval of the Proposed Community and Organization Meeting Schedule to Solicit Input on the "Economic Vitality Strategy and Implementation Plan for Mariposa County" and the "Mariposa General Plan Economic Development Element (Chapter 6)." On January 5, 2016, the Board directed staff to develop a proposed meeting schedule with certain community organizations and committees in order to solicit input on the County's future and current economic development and strategy. Direction was also given to develop a cover letter and questions to facilitate the discussion on economic development and strategy.

The Board is seeking community input on the 2007 "Economic Vitality Strategy and Implementation Plan for Mariposa County" as well as the "Mariposa General Plan Economic Development Element (Chapter 6)" to determine if these documents still represent the appropriate direction regarding economic development for the County. In order to solicit a wide array of public input the Board directed including an economic development discussion to be scheduled for various community and county committee and organization meetings. A public workshop is scheduled for April 26, 2016, to discuss the ideas and comments that will be generated from these community meetings.

Attached is the Proposed Meeting Schedule, Cover Letter, and Questions. Staff is requesting that the Board review these items, make any changes necessary, and then approve these items to begin soliciting comments. On the proposed meeting schedule the primary staff person is indicated that will lead the meeting on the economic development discussion.

Once the schedule is approved, it is staff's intent to publish this meeting list in local media and on the County's website. Additionally, the discussion of economic development/strategy will be included on the agenda of the respective committees and organizations. The cover letter and questions will also be available on the County's website, as will the documents that the Board is seeking input on.

The Planning Department attends all Planning Advisory Meetings, and an effort has been made not to overload any one week or month with these meetings. Sufficient time also needs to be given to compile the input received from these various meetings for presentation at the April 26th meeting.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On January 5, 2016, the Board gave direction to develop a community meeting schedule.

The Board adopted the Mariposa County General Plan with includes in it an Economic Development Element.

In November 2007, the Board adopted the "Economic Vitality Strategy and Implementation Plan for Mariposa County."

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

ATTACHMENTS:

DRAFT List of Advisory Committees and Organizations (DOCX)

Cover Letter Request for EVS review 1-16 (DOCX)

EVS Summary and Questions (DOCX)

CAO RECOMMENDATION

Requested Action Recommended



Mary Hodson, CAO 1/14/2016

RESULT: ADOPTED [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Kevin Cann, District IV Supervisor

AYES: Smallcombe, Jones, Long, Cann, Carrier



COUNTY of MARIPOSA

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


JOHN CARRIER, CHAIR
MARSHALL LONG, VICE-CHAIR
ROSEMARIE SMALLCOMBE
MERLIN JONES
KEVIN CANN

DISTRICT V
DISTRICT III
DISTRICT I
DISTRICT II
DISTRICT IV



MARIPOSA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

TO: File

FROM: RENÉ LaROCHE, Clerk of the Board 

SUBJECT: Review and Approval of the Proposed Community and Organization Meeting Schedule, Cover Letter, and Questions to Solicit Input on the "Economic Vitality Strategy and Implementation Plan for Mariposa County" and the "Mariposa General Plan Economic Development Element (Chapter 6)"

Resolution: 16-041

The following direction was given by the Mariposa County Board of Supervisors on **January 19, 2016**:

I.3. Administration RES-2016-41

Review and Approval of the Proposed Community and Organization Meeting Schedule, Cover Letter, and Questions to Solicit Input on the "Economic Vitality Strategy and Implementation Plan for Mariposa County" and the "Mariposa General Plan Economic Development Element (Chapter 6)"

Mary Hodson/County Administrative Officer gave the staff report. Supervisor Cann submitted an updated, red-lined copy of the letter. During public comment, Tara Schiff/Community Development-Grant Coordinator discussed her support for this item, noting that she thinks that it is crucial to get input from all of the groups and committees.

CORRECTION:

Change the time of the Greeley Hill Advisory Planning Committee from 5 PM to 6 PM on the Community and Organization Meeting Schedule (agenda attachment I.3.a).

AMENDMENTS:

1) Add to the Community and Organization Meeting Schedule: a meeting for the Lushmeadows Homeowners Association, with John Carrier as the staff member; a meeting for the Chowchilla Mountain Women's Club, with John Carrier as the staff member; a meeting for the Mount Bullion Advisory, with Marshall Long as the staff member; and the meeting time and date of 1 PM, March 1, 2016, for the Yosemite West Maintenance

Advisory Committee.

2) Use the updated, red-lined version of the letter submitted by Supervisor Cann which reads: "The EVS was completed in 2007 by a committee led by the then Economic Development Coordinator Marilyn Lidyoff using a highly...", with the addition of: urls to where these documents can be accessed online; and number 3 from the EVS Summary and Questions (agenda item I.3.c).

RESULT: ADOPTED [UNANIMOUS]
MOVER: Marshall Long, District III Supervisor
SECONDER: Kevin Cann, District IV Supervisor
AYES: Smallcombe, Jones, Long, Cann, Carrier

Mariposa County Board of Supervisors

District 1 ... ROSEMARIE SMALLCOMBE
District 2 MERLIN JONES
District 3 MARSHALL LONG
District 4 KEVIN CANN
District 5 JOHN CARRIER



MARY HODSON
County Administrative Officer

RENE LA ROCHE
Clerk of the Board

P. O. Box 784
Mariposa, CA 95338
(209) 966-3222
(800) 736-1252
Fax (209) 966-5147
www.mariposacounty.org/board

January 19, 2016

To: All Community Partners Interested in Economic Development

The Board of Supervisors has committed that Economic Development (ED) for our county is a high and continuing priority. Attached are relevant economic development excerpts from the 2006 Mariposa General Plan Economic Development Element (Chapter 6) and the complete Economic Vitality Strategy and Implementation Plan for Mariposa County (EVS). While the General Plan speaks in broad areas of opportunity which are considered to be in harmony with the Plan's direction, the EVS is a guidance document which provides specific, proposed actions in a variety of economic arenas which it deems ripe for growth. The EVS was completed in 2007 by a committee led by the then Economic Development Coordinator Marilyn Liddyoff, using a highly regarded ED consultant under direction of the Board of Supervisors.

The County must have an ED plan which enjoys broad public support in order to attract and give potential business investors a high degree of entrepreneurial confidence. An effective ED plan will also open the door for the County to compete for a wide variety of grant assistance to support job growth. Your assistance is requested in revalidating the goals and specific directions offered in the EVS and General Plan.

The EVS, Chapter 6 of the General Plan, and suggested questions can be accessed on the website at the following links:

EVS: <http://www.mariposacounty.org/evs>
General Plan, Chapter 6: <http://www.mariposacounty.org/gp6>
Suggested Questions: <http://www.mariposacounty.org/questions>

Specifically the Board of Supervisors is asking the broad cross section of county groups and citizens to:

1. Comment on what parts of the EVS you support and would like to see become reality, and why.
2. Similarly comment on General Plan components which you feel are not in the best interest of Mariposa County's future, and why.
3. New priorities or concepts that were not included in the original EVS or General Plan.

In order to be of most value please detail the experience or research upon which your comments are based.

The Board of Supervisors has committed to accumulating all comments and moving forward by April 26, 2016. Please submit your comments through any District Supervisor, Mary Hodson, County Administrative Officer, Sarah Williams, Planning Director, or Tara Schiff, Community Development Director/Grant Coordinator.

Sincerely,

A handwritten signature in black ink, appearing to read "John Carrier". The signature is fluid and cursive, with the first name "John" being more prominent than the last name "Carrier".

John Carrier, Chairman
Mariposa County Board of Supervisors

**COMMUNITY AND ORGANIZATION MEETING SCHEDULE FOR REVIEW AND DISCUSSION OF
ECONOMIC VITALITY STRATEGY AND IMPLEMENTATION PLAN FOR MARIPOSA COUNTY (November 2007) and
MARIPOSA COUNTY GENERAL PLAN ECONOMIC DEVELOPMENT ELEMENT (Chapter 6)**

ADVISORY COMMITTEE / ORGANIZATION

MEETING SCHEDULE

STAFF

- | | | |
|--|----------------------------------|----------------------|
| 1. Planning Commission | 9 AM, Friday, March 4, 2016 | Sarah Williams |
| 2. Catheys Valley Planning Advisory Committee | 6 PM, Tuesday, March 10, 2016 | Marshall Long |
| 3. Midpines Planning Advisory Committee | 6 PM, Wednesday March 9, 2016 | Rosemarie Smallcombe |
| 4. Wawona Town Planning Advisory Committee | 6 PM, Friday, March 25, 2016 | John Carrier |
| 5. Fish Camp Planning Advisory Council | 9 AM, Saturday, April 9, 2016 | John Carrier |
| 6. Greeley Hill Planning Advisory Committee | 6 PM, Thursday, March 31, 2016 | Merlin Jones |
| 7. Coulterville Planning Advisory Committee | 6 PM, Thursday, March 31, 2016 | Merlin Jones |
| 8. El Portal Planning Advisory Committee | 6 PM, Tuesday, April 12, 2016 | Rosemarie Smallcombe |
| 9. Agricultural Advisory Committee | 8:30 AM, Thursday, Feb. 11, 2016 | Sarah Williams |
| 10. Historic Sites and Records Preservation Commission | 10 AM, Monday, February 8, 2016 | Sarah Williams |
| 11. Airport Advisory Committee | 6 PM, Wednesday, Feb. 10, 2016 | Jones/Long |

12. Transit Center Feasibility Study Citizens Advisory Committee 2 PM, Wednesday, March 2, 2016 Kevin Cann
13. Yosemite West Maintenance Advisory Committee Rosemarie Smallcombe
14. Mariposa County Chamber of Commerce 6 PM, Thursday, March 3, 2016 Kevin Cann
15. Yosemite Mariposa County Tourism Bureau 2 PM, Wednesday, March 16, 2016 Kevin Cann
16. Rotary 7 AM, Thursday, February 18, 2016 Kevin Cann
17. Mariposa County Business Association 8 AM, Thursday, February 4, 2016 Tara Schiff
18. Economic Development Corporation (EDC) 1 PM Thursday, February 25, 2016 Tara Schiff
19. Mariposa Farm Bureau Marshall Long
20. Hornitos Patrons Club Marshall Long

Date: January 19, 2016

To: All Community Partners Interested in Economic Development

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The County must have an ED plan which enjoys broad public support in order to attract and give potential business investors a high degree of entrepreneurial confidence. An effective ED plan will also open the door for the County to compete for a wide variety of grant assistance to support job growth. Your assistance is requested in revalidating the goals and specific directions offered in the EVS and General Plan.

Specifically the Board of Supervisors is asking the broad cross section of county groups and citizens to:

1. Comment on what parts of the EVS you support and would like to see become reality, and why.
2. Similarly comment on General Plan components which you feel are not in the best interest of Mariposa County's future, and why.

In order to be of most value please detail the experience or research upon which your comments are based.

The Board of Supervisors has committed to accumulating all comments and moving forward by April 26, 2016. Feel free to submit your comments through any District Supervisor, Mary Hodson, County Administrative Officer, Sarah Williams, Planning Director, or Tara Schiff, Community Development Director/Grant Coordinator.

Sincerely,

John Carrier, Chairman
Mariposa County Board of Supervisors

**COMMITTEE AND ORGANIZATION REVIEW AND RECOMMENDATION
TO BOARD OF SUPERVISORS**

**Economic Vitality Strategy and Implementation Plan for Mariposa County
November 2007**

Mariposa County General Plan, Chapter 6 Economic Development

In 2006, when the Board of Supervisors adopted the Mariposa County General Plan (GP), they included Chapter 6, an Economic Development Element. The Economic Development Element contains a goal to “pursue sustainable economic growth”. To achieve this goal, the General Plan calls for the adoption of a long term strategic plan for diversifying and strengthening the economy with an active public-private partnership. The General Plan requires that the Board review the accomplishments of this plan on an annual basis.

In November 2007, the Board of Supervisors approved the attached Economic Vitality Strategy and Implementation Plan (EVSIP) for Mariposa County. Unfortunately, without an established Economic Development function or dedicated staff within county government, the plan’s recommendations haven’t been actively pursued.

In January 2016, the Board of Supervisors discussed this plan and is interested in evaluating it to determine its current relevance. Because economic development success can best be achieved through a public-private partnership, the Board is seeking input from local advisory committees and organizations.

The Board is requesting your review of the attached two documents. Please provide a response to the following questions:

Potential Questions:

1. The EVSIP contains two goals. One is to strengthen the tourism industry by making Mariposa a year-round destination. The second is to diversify Mariposa County’s economy with suitable business development opportunities.
 - a. ***Do you believe these two goals are still appropriate for Mariposa County?***
 - b. ***Are there additional goals which should be considered?***
 - c. ***Are each of these goals equal in value to contribute to the county’s economy, or should one have a higher priority?***
2. Within each goal, there are **strategies** to achieve the goal, and a number of **actions** to achieve the strategies. Please review each action.

Please identify five actions to which you believe the county should give priority.
3. ***Are there additional strategies or actions which should be included in the EVSIP?***

4. *Are there strategies or actions which are no longer relevant or appropriate?*
5. *Are there economic development issues or opportunities which are unique to your community (or focus) which are not identified within the EVSIP (for example, issues which are unique to the Midpines community or unique to agriculture)?*

To: All Community Partners Interested in Economic Development

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The County must have an ED plan which enjoys broad public support in order to attract and give potential business investors a high degree of entrepreneurial confidence. An effective ED plan will also open the door for the county to compete for a wide variety of grant assistance to support job growth. Your assistance is requested in revalidating the goals and specific directions offered in the EVS.

Specifically the Board of Supervisors is asking the broad cross section of county groups and citizens to:

1. Comment on what parts of the EVS you support and would like to see become reality, and why
2. Similarly comment on plan components which you feel are not in the best interest of Mariposa County's future, and why

In order to be of most value please detail the experience or research upon which your comments are based.

The Board has committed to accumulating all comments and moving forward by late April 2016. Feel free to submit your comments through any District Supervisor, the CAO, Planning Director or Community Development Director.

Sincerely,

John Carrier, Chairman for the Board of Supervisors