



**SIERRA COUNTY BOARD OF SUPERVISORS  
COMMITTEE ON ECONOMIC AND BUSINESS DEVELOPMENT**

**Meeting Notice and Agenda for June 23, 2015**

The Sierra County Board of Supervisors Committee on Economic and Business Development will conduct a meeting at 10:00 a.m., Tuesday, June 23, 2015 at the Sierraville School, 305 South Lincoln, Sierraville, California.

Meeting Agenda

1. Roll Call and Introduction of Guests
2. Standing Orders
  - a) Approval of Agenda
  - b) Approval of Minutes
  - c) Announcements
3. Committee Members' Reports  
*Committee Members may report on other committee meetings and/or related activities. Committee members or members of the public may ask questions for clarification but no action will be taken on matters not on the posted agenda.*
5. Public Comment  
*The general public may address the Committee on Economic and Business Development on any matter not included on the posted agenda. Public comment is limited to 3 minutes. Except as otherwise provided by law, no action or discussion shall be taken or conducted on any item not included on the posted agenda.*
6. Discussion and/or Action Items
  - a) Update and discussion on USA Cycling Amateur National Championship event and other 2015 events
  - b) Update and discussion on County Broadband Service Coverage
  - d) Update and discussion on Geothermal Grant opportunity, IRWMP Grant opportunities, and other related economic opportunities
  - e) Update and discussion on public events policy in Sierra County
  - f) Continued discussion of mission, goals and structure of Committee
  - g) Discussion and recommendation to Board of Supervisors on declaring vacancies on the Committee and soliciting replacements
7. Schedule Next Meeting
8. Adjourn



SIERRA COUNTY BOARD OF SUPERVISORS  
COMMITTEE ON ECONOMIC AND BUSINESS DEVELOPMENT

Minutes of May 13, 2015

Sierra County Courthouse  
Downieville, CA

The May 13, 2015 meeting of the Board of Supervisors' Committee on Economic and Business Development was called to order by Chairman Hall at 10:00 a.m. at the Board of Supervisors Chambers, Sierra County Courthouse, Downieville, California.

1. **Roll Call and Introduction of Guests**

Members Present: Beard; Christian, Clark, Dobija; Hall, Huebner; Whitley

Members Absent: Payen, Wagner, Williams, Yegge

Staff Present: Tim Beals, Planning Director; Miriam Dines, Office Manager

Guests: B.J. Jordan presenting on behalf of the Sierra County Arts Council  
Cherry Simi

2. **Standing Orders**

a) Approval of Agenda for May 13, 2015: Peter Huebner to approve the Agenda; Sidonie Christian Second. Motion was carried by acclamation.

d) Approval of Minutes of April 15, 2015: Sharon Dobija moved to approve the Minutes; Peter Huebner seconded. Motion was carried by acclamation.

3. **Committee Members' Reports**

No committee reports were given.

4. **Public Comment:**

No public comment was given.

5. **Discussion, Updates and/or Action Items**

a) **Presentation by B.J. Jordan, Executive Director, Sierra County Arts Council on the Sierra Valley Barn Quilt Project**

Ms. Jordan stated that she recently attended a conference in Sacramento on creative economy. She said that the economy is directly related to the status of arts in the communities. If students have arts, if there is art on the streets, if there are art related events the economic health of a community is better.

She presented information on the Sierra County Arts Council project: Sierra Valley Barn Quilt Project. This is modeled on the Quincy Barn Quilt Project. Ms. Jordan explained that this is a movement that started in Iowa and is gaining interest across the nation. She gave an overview of what barn quilts are, explained the proposed project, and also the funding raising project of making mini barn quilts for sale in order to earn matching funds should their Local Impact Grant application be funded. Ideally, if grant funds are received, after completing the installation of barn quilts on barns mainly in Sierra Valley, a tour will be developed along with a brochure and an app for barn quilt enthusiasts. The project would also be nominated for Sierra Nevada Geo-Tourism.

Ms. Jordan also discussed the opening of the Yuba Gallery next to the Yuba Theatre, displaying and selling all Sierra County created in Sierra County, and sold in Sierra County, so the money is staying local. They are hoping it turns into a viable operation.

Ms. Jordan also discussed grant opportunities that are available, stating that there was a lot of rural support at the conference she recently attended.

Pat Whitley asked about the Arts Council event on June 27th, The Bourgeois Gypsies, explaining that she would need fliers because the families of the racers may want to be there.

**b) Update and discussion on USA Cycling Amateur National Championship Event**

Mr. Beals reported that in terms of the race the County is prepared to issue the encroachment permit for the use of the County roads, but in terms of event planning, that is more of a City issue.

Pat Whitley reported that she has been working to have EMTs be available on standby as a local contribution but probably needs to defer to the fire departments.

Patty Hall met with Megan Meschery of the Sierra Schools Foundation and she is interested in connecting/helping with the event. She gave Ms. Meschery contact information for Judy Laverty-Capach.

Discussion ensues and the conclusions in general were that the business community needs to be informed and communication is critical, a management strategy to embrace and promote events needs to be developed, and the Chamber(s) are a critical component for distributing information, communicating, and connecting with the business community.

The Committee recessed at 11:07 a.m. and re-convened at 11:15 a.m.

**c) USA Cycling Amateur National Championship Event**

Miriam Dines reported to the regret of the Committee that Greg Williams had tendered his resignation from the Committee and that they are not pursuing a world cup event.

**d) Meeting with Pacific Crest Trail Association of April 21, 2015**

Mr. Beals reported that he met on April 21, 2015 with Supervisor Huebner, Ranger Hayden, Heather Newell (USFS), Kathy Breed, and Justin Kooyman, North Sierra Regional Representative for the Pacific Crest Trail Association. They covered a lot of bases including discussing the impacts that the

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trail is having and may have to Sierra City including impacts to the Post Office, access to the trail, camping, solid waste. This was not a negative meeting but more how to embrace the uses and provide services to the trail users.

One idea that was discussed was the concept of developing a campsite at the Forest Service Guard Station at Wild Plum. The Forest Services is concerned that it might be a liability, and also concerned about the historical significance of the Guard Station, but is committed to getting there. This could be an opportunity for a concessionaire or for a private endeavor.

Another issue discussed was PCT gear i.e. hats, t-shirts, and other promotional items. It turns out that that gear can be available for local businesses.

Accommodations that have been made by the County thus far include a cardboard receptacle at the Post Office in Sierra City, and installation of a shower at the visitor center. The Red Moose, the Post Office and the Sierra Country Store will be working together to deal with the hiker packages.

At this meeting they also discussed the Subpart C of the Tahoe National Forest Plan. The PCT Association is still trying to have a 1/2 mile wide corridor set aside for no OHV use, including snowmobiles crossing in the winter, which essentially takes the Lakes Basin out of OHV use. Mr. Beals' impression is that the County's position which has been made know will not make a difference with their (The PCTA) position.

**e) 2015 Public Events and Public Event Policy in Sierra County**

Mr. Beals stated that as previously recognized, there is a growing interest expressed in Sierra County for public/special events, yet we are without a special events policy. The purpose of such a policy would be to protect some things that need to be considered as well as to give event sponsors heads up on what is needed and what to expect. Discussion ensued and the general consensus is that it a policy is needed, that it must be simplified, attainable and friendly. Pat Whitley stated that she wants the City and County to work together on this, doesn't want two sets of rules, or to have things stop at the City limits or County line. Sidonie Christian volunteered to work on it.

**f) Mission, goals, structure and functionality of Economic and Business Committee**

Patty Hall states that she put this on the agenda because for the last number of meetings Mr. Beals comes in with many ideas, brings quality information, then the meeting ends. She thinks that there should be something else to do, recognizing that the EDBC is an advisory committee to the Board of Supervisors.

Lengthy discussion ensues on whether to be project oriented and set objects or simply advisory. Sharon Dobija noted that in the past when they formed sub-committees, such as the buy-local policy, or broadband, they worked well and accomplished objectives. Other ideas and points were made such as asking the Board to fund a position (grant writer); the Committee members should be feeding the Committee ideas and bring ideas to the County rather than having the County (i.e. Mr. Beals) feed information to the Committee; whether to focus on tourism as a main focus. Mayor Whitley stated that Economic Development doesn't start and stop with tourism. She asked Jim Beard and Peter Huebner if they could talk to the Board about funding a position, even if for just two years. Cherry Simi suggested that perhaps the County could go to the Chambers to see if they would be agreeable to let go of some of the TOT funds in order to help fund a position. She also asked if the chambers are represented on the committee and if not that should be pursued.

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Further discussion about the purpose of the Committee and Sidonie Christian noted that she has viewed the Committee more as a gatekeeper for the Board of Supervisors, but that it is clear that the heart and soul of the Committee is elsewhere. She reminds the committee to be realistic about what can be "compelled" to happen, that business is private enterprise, but that each Committee member has opportunities to share with the people they encounter about Sierra County, and the impacts of communicating may not be easily quantified but most certainly exist.

**g) Recommendation to the Board of Supervisors on declaring vacancies on the Committee and soliciting replacements**

After discussion, consensus was to ask the Board to declare vacancies and advertise for two seats (Pam Payen's and Greg William's) on the Committee. If seats aren't filled, then review the recommendation to the board as to whether to reduce the size of the committee, to require chambers to participate and have a position on the committee, and so forth. The SedCorp position will be determined as that situation pans out with the Board of Supervisors.

**h) Old Business: Discussion on grant opportunities presented at last meeting and determination if recommendations are to be made to the Board of Supervisors**

Mr. Beals reported the Geothermal Grant Opportunity is not open this year, therefore if there is interest with the County in pursuing a project there is 1 year to prepare. The CEC has already made large investments into a project on this property and a project application should be very do-able.

In light of the "project oriented" discussion, Sidonie Christian recommended that the Committee take on the Geothermal Project in terms of trying to help the County be in a position to apply for funding when the cycle comes. By consensus the Committee agreed and Will Clark and Sharon Dobija volunteered to review the work on the project up to this point of where it is so a project going forward can be researched, and a project scope identified.

Other grant were briefly touched on with no action taken, however Sharon Dobija reported that Sierra City Fire is applying for 4 grants based on information provided at the April 15, 2015 meeting.

7. The next meeting is scheduled for June 24, 2015 at 10:00 a.m. in Sierraville.

8. The meeting was adjourned at 12:45 p.m.

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Prepared by:

Miriam B. Dines