



## **CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT (CSEDD)**

### **GOVERNING BOARD MEETING**

#### **MINUTES**

Thursday, May 16, 2019

9:30 a.m.

Mother Lode Job Training  
197 Mono Way, Suite B, Sonora CA

#### **Present CSEDD Governing Board Members:**

Alpine County – Terry Woodrow, Supervisor (Chair)  
Amador County – Frank Axe, Supervisor  
Amador County Citizen Member – Jamie Armstrong  
Calaveras County – Benjamin Stopper, Supervisor  
Mariposa County – Marshall Long, Supervisor (Co-Chair)  
Mariposa County Citizen Member – Tara Schiff  
Tuolumne County – John Gray, Supervisor  
City of Sonora – Colette Such, Council Member ( Alternate - Connie Williams )

#### **Absent CSEDD Governing Board Members:**

Alpine County Citizen Member – Tom Sweeney  
City of Angels Camp – Joseph Oliveira, Council Member

#### **CALL TO ORDER – ROLL CALL**

*Meeting called to order by T. Woodrow, roll call taken by K. Smith, quorum present.*

- 1. ORAL COMMUNICATION:** *K. Smith gave a short demonstration of a Zoom video remote conference call, a tool recently acquired by CSEDD to help strengthen*

*communication across job center staff and partners. The Board proposed discussing the development a quorum policy encourages in-person attendance, but allows board members from the two further counties, Mariposa and Amador, to attend meetings remotely by conference call, as necessary, for road work or similar circumstances. Direction was given to Dave to add the agreed locations to all future Meeting agendas, so that any members attending remotely will still be included in quorum.*

2. **CONSENT AGENDA:** The following Consent Agenda items are expected to be routine. They will be acted upon by the District Board at one time. Any Board Member, staff member or interested person may request that any Consent items be removed for discussion.

- a. *Approval of the Minutes of the February 21, 2019 meeting of the CSEDD Governing Board. Minutes approved (M) M.Long (S) F. Axe, ayes carried, 1 abstained, 2 absent.*

3. **ACTION ITEMS:**

- a. *None*

4. **INFORMATION/DISCUSSION ITEMS:**

- a. *Confirmation of Jamie Armstrong as Amador County citizen member Jamie Armstrong is the Executive Director for the Amador County Chamber of Commerce. Jamie brings her experience in business recruitment, attraction and retention, tourism and workforce development. She has been a key partner for MLJT in recent Economic Development endeavors and projects in Amador County.*
- b. *Discussion of Calaveras & Tuolumne County citizen members Dave addressed the board on this matter. He explained that prospective members must be approved by each County Board of Supervisors. Direction was given to Calaveras and Tuolumne to post the vacancies to the affiliated websites.*
- c. *Amador County was invoiced \$1,939.77 for pro-rated membership*

*Amador County has been Invoiced for membership fees to join the CSEDD JPA. As agreed at an earlier meeting, Amador's membership fees will be pro-rated to equal a third of the cost of their annual fee, the amount of time Amador County has had voting rights on CSEDD.*

d. CSEDD.org website redesign (Kelly Smith)

*Kelly led the board through a tour of the recently re-vamped CSEDD Website. Suggestion was made to add City Administrators to the Contact page. The CSEDD website is currently under construction to incorporate directions from the board; progress can be viewed at [www.csedd.org](http://www.csedd.org).*

e. Report on CALED Conference (Tara Schiff)

*At a previous Board meeting, direction was given to Tara Schiff to research possible technology CSEDD could utilize for Business Recruitment. Zoom Prospector, one possible option for CSEDD, is a site selecting software that allows parties to search and compare commercial properties, view nearby community demographics and competing businesses, and get in touch with developers. ZoomProspector.com connects businesses with communities for economic relationships. The price of Zoom Prospector for all 5 Counties would normally be \$18,000, however, Tara was able to receive a significant price reduction. She led the board through a demonstration of the software and explained possible ideas to integrate it with our website. Another possible option for CSEDD is a program called Esri, similar to ZoomProspector, but without integrated developer contacts. Esri Business Analyst provides location-based intelligence for planning, site selection, and customer segmentation as well as combines demographics, lifestyle, and spending data with map-based analytics for accurate reports and dynamic presentations. The price of Esri would be \$3,000 for the year for the region. Although seemingly similar, ZoomProspector would be best utilized as a site selector and Esri for illustrating data. Both programs offer differing beneficial tools that would be most valuable combined and utilized to compliment each other.*

f. Mariposa Economic Prosperity Center

*As previously announced, MLJT (CSEDD) has two new Economic Prosperity Centers located in Amador and Tuolumne County. In addition, the Mother Lode Job Training office in Calaveras is located in the Calaveras Business Resource Center. These Centers are a co-location of economic*

*development partners including MLJT (CSEDD), Adult Ed, the Chamber of Commerce, Columbia College and more. MLJT (CSEDD) is currently looking for a building in Mariposa for the purpose of creating a Mariposa Prosperity Center.*

**5. NEXT MEETING:**

- a. 2019 meeting dates (all at 9:30 AM on Thursday at MLJT Sonora)  
August 15; November 21

**6. ADJOURN**

In accordance with the American with Disabilities Act, if you need special assistance (i.e. auxiliary aids or services) in order to participate in this public meeting, please contact the Administrative Assistant of Mother Lode Job Training (MLJT) at 209-588-1150. Notification 48 hours prior to the start of the meeting will enable the Administrative Assistant to make reasonable accommodations to ensure accessibility to this meeting.