

DEPARTMENT: Administration

BY: Rick J. Benson, CAO

PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Public Hearing: To notify the general public about the accomplishments of a grant to develop a Economic Vitality Strategy and Implementation Plan; and, it is recommended that the Board of Supervisors accept the final report.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On April 5, 2005, the Board of Supervisors authorized staff to proceed with the development of a Project Design Phase for a PT/A Community Development Block Grant (CDBG) application to retain an advisor to develop and Economic Development Strategy for Mariposa County, hereinafter, referred to as Economic Vitality Strategy and Implementation Plan.

On May 24, 2005, a Public Hearing was held for **Application Submittal** Phase for the CDBG Planning/Technical Assistance Grant Program.

On June 5, 2006, the Department of Housing and Community Development of the State of California notified Mariposa County of the grant award in the amount of \$35,000.

On September 26, 2006, the Board of Supervisors authorized the Professional Services Agreement in the amount of \$36,050 to Chabin Concepts to develop a county-wide Economic Development Strategic Plan.

During the week of November 13, 2006, the Chabin Concepts Team conducted three public workshops and 74 interviews: 53 in person and 21 telephone interviews.

On March 13 - 14, 2007, the draft Economic Vitality Strategy for Mariposa County was presented to the Board of Supervisors for review. That document contained only conceptual elements to the plan. Staff informed the Board of Supervisors that the final documents would contain specific implementation tactics and resource requirements.

Due to the volume of this document, I have attached pages 1 - 94 of the Strategy and Implementation Plan. The Appendices, and Tabs 1 - 5 are contained on the enclosed CD.

A Public Hearing Notice was published on November 22, 2007.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? () Yes (x) No	Current FY Cost: \$	Annual Recurring Cost: \$
Budgeted in Current FY? () Yes () No () Partially Funded		
Amount in Budget: \$ 0	Economic Vitality Strategy and Implementation	
Additional Funding Needed: \$ 0	Plan, page 1 - 94	
Source:		
Internal Transfer		
Unanticipated Revenue	4/5's vote	
Transfer Between Funds	4/5's vote	
Contingency	4/5's vote	
() General () Other		

CLERK'S USE ONLY:
 Res. No. 07-555 Ord. No. _____
 Vote - Ayes: 5 Noes: _____
 Absent: _____
 () Approved
 (x) Minute Order Attached () No Action Necessary

COUNTY ADMINISTRATIVE OFFICER:
 Requested Action Recommended
 No Opinion
 Comments: _____

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RJB

Date: _____
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: _____
Deputy

CAO: 



COUNTY OF MARIPOSA

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

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MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: RICHARD J. BENSON, CAO

FROM: MARGIE WILLIAMS, Clerk of the Board *MW*

SUBJECT: PUBLIC HEARING to Notify the General Public of the Accomplishments of a Grant to Develop an Economic Vitality Strategy and Implementation Plan Funded by the State of California Department of Housing and Community Development CDBG/Planning and Technical Assistance Program; and for the Board of Supervisors to Accept the Final Report

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on December 4, 2007

ACTION AND VOTE:

10:44 a.m. Richard J. Benson, County Administrative Officer;

PUBLIC HEARING to Notify the General Public of the Accomplishments of a Grant to Develop an Economic Vitality Strategy and Implementation Plan Funded by the State of California Department of Housing and Community Development CDBG/Planning and Technical Assistance Program; and for the Board of Supervisors to Accept the Final Report

BOARD ACTION: Marilyn Lidyoff presented the staff report; and Leroy Radanovich, Tourism Director for the Yosemite/Mariposa County Tourism Bureau, and Roger Biery, Economic Development Corporation, assisted with the presentation. They responded to questions from the Board relative to the reference to a convention center, relative to potential opportunities with UC Merced, relative to the next steps in this process, whether there are any commitments with accepting the report, whether there was a targeted sales tax goal, relative to the services provided by the consultant for this report, comparison of this report with the General Plan, and whether there was any public input on where the businesses should be located.

The public portion of the hearing was opened and input was provided by the following:

Paul Chapman stated he does not feel that there is anything new in the report and he feels we need something different that the other areas to draw the tourists.

Ken Pulvino, Northside Community Coalition, praised Marilyn Lidyoff and those involved for their work on this and he stated he feels the issue is keeping the rural character of the County; and he referred to infrastructure matters.

Mary Ann Huff, President of the Chamber of Commerce and North County citizen, praised the efforts of the process and the report, and she commented on the need for "green" industry.

Ken Baker complimented those involved in the process, and he stated he feels that this will be one of the most important documents presented to this Board – he feels it is almost a business plan for this County.

Odella Knell, antique shop owner in town, stated she really appreciates what has been done and she feels the plan is a strategy and it is not set in stone.

Dick Hutchinson, speaking for himself, referred to the financial problems with the School District and the need for a better economy in the County.

Candy O'Donel-Browne, former tourism industry business owner and as a member of the Economic Development Corporation and Visitor's Bureau and as President of the Mariposa Arts Council, stated the greater income in the County comes from investments and not earning an income and she feels that this plan will turn that around; and she stated she doesn't feel that it is very realistic that big box stores will want to locate here. She commended Marilyn Lidyoff for her work, and she stated she is supportive of having a performing arts center on the "wish list."

Supervisor Bibby asked whether there is anything in this report that conflicts with the General Plan; she clarified that this report is just a strategy and that it is consistent with the General Plan; she expressed concern that the consultant did not stay with the report through this presentation; she clarified that this document will not be used to undermine the General Plan, but to enhance it; and she thanked everyone for all of the work they put into this report.

The public portion of the hearing was closed and the Board commenced with deliberations. (M)Fritz, (S)Aborn, Res. 07-555 was adopted adopting the final report. Supervisor Pickard asked for clarification from the Planning Director that this is a task in the General Plan. The motion was amended, agreeable with the maker and second, to clarify that the Board is accepting this report and not adopting it. Chair Bibby asked County Counsel whether additional questions to staff could be taken at this time; and Supervisor Pickard advised that he was satisfied by the nod of agreement that he received from the Planning Director. Ayes: Unanimous. The hearing was closed.

Cc: Marilyn Lidyoff, Business Development Coordinator
File