RESOLUTION - ACTION REQUESTED 2017-488

MEETING:    July 18, 2017

TO:        The Board of Supervisors

FROM:    Dallin Kimble, County Administrative Officer

RE:    Adopt the Economic Vitality Strategy Update

RECOMMENDATION AND JUSTIFICATION: Adopt the Economic Vitality Strategy (EVS) Update with Recommended Revisions Received from Community Input.

The current EVS was adopted in November 2007. That document identifies tourism development and economic diversification as key strategies for Mariposa County.

In August 2016, the Board selected Craft Consulting Group to update the EVS. Craft collected significant community input to build upon the key strategies previously identified and develop recommendations for implementation of the identified strategies.

Moving forward, staff would be responsible for implementing the EVS, as adopted by the Board, and recommending future updates. As a living document, it is anticipated that the EVS would be reviewed at least biennially.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

December 2006: Board adopted the General Plan, including the Economic Development Element.

November 2007: Board approved the EVS

December 2015: Board directed community-wide review of the EVS and the General Plan.

January 5, 2016: Board directed staff to establish time-lines regarding implementation of economic development strategies.

January 19, 2016: Board approved the "Community and Organization Meeting Schedule for Review and Discussion of the EVS and General Plan" and the "Questions to Answer When Reviewing the EVS and General Plan."

April 26, 2016: Board received a report from the community development/grant coordinator on the County-wide community outreach
regarding the 2007 Economic Vitality Strategy and the 2006 Mariposa County General Plan. Board directed staff to prepare an RFP to hire a consultant to update the 2007 EVS.

**June 16, 2016:** Board approved the RFP to hire a consultant to update the EVS and directed staff to edit the RFP to request two-month interval updates to the Board of Supervisors in regard to the EVS update project.

**August 2016:** Board approved to award a contract to Craft Consulting Group to update the 2007 EVS.

**November 15, 2016:** Received the first of three status reports from Craft Consulting Group, re: EVS Update project.

**January 24, 2017:** Received the second of three status reports from Craft Consulting Group, re: EVS Update project.

**March 16, 2017:** Craft Consulting Group conducted a public workshop which began with a briefing regarding the status of the EVS Update followed by a presentation of the key findings of Craft Consultant Group’s six-month study. Craft Consulting Group then led a discussion of the EVS goals and objectives, after which the workshop attendees participated in the prioritization of proposed action items.

**May 22, 2017:** The draft Economic Vitality Strategy Update (attached) was released to the public via the Mariposa County website, which was posted on the Home page (In the News), on the Office of Economic Development web page and on the EVS Update Web pages, as well as on the Mariposa County Economic Vitality Strategy Update facebook page. The EVS Update draft was also distributed to all of the organizations that participated in the community outreach, as well as organizations and individuals that were interviewed by Craft Consulting Group during their six-month study.

**June 13, 2017:** Deadline to submit input/suggested changes to the EVS Update.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:** Do not approve the EVS Update. The 2007 Economic Vitality Strategy will remain in affect, but would be outdated and ineffective for implementation, as well as for grant application use.

**FINANCIAL IMPACT:**
None. Funds for projects with financial impact will be requested as those projects are ready to move forward.
ATTACHMENTS:
First Draft_Mariposa County EVS 2017 Update (2) (PDF)
Comments Cover Letter_tgs (DOC)
1 Lucille Apgar (DOCX)
2 Greely Hill PAC (MSG)
3 Vallecito Project (PDF)
4 YosemiteMariposa County Tourism Bureau (DOC)
5 Mariposa County Farm Bureau (PDF)
6 Karen Smith (PDF)
7 Mariposa County Economic Development Corporation (DOCX)
8 ron loya (DOCX)
9 Margaret Williams (PDF)
10 Brett Baumann (DOCX)
11 Les Marsden (DOCX)
12 Marilyn Saunders (DOCX)
13 Kim Tucker.revised (DOCX)
14 EDC Feedback on Economic Vitality Strategy Update (DOCX)
15 Memo to BOS from PC - EVS Review (PDF)
16 Memorandum Planning Commission Response (DOC)
Mariposa County EVS_Final Report 6.20.17 (PDF)

CAO RECOMMENDATION
Requested Action Recommended

Dallin Kimble, County Administrative Officer 7/11/2017

RESULT: ADOPTED [UNANIMOUS]
MOVER: Miles Menetrey, District V Supervisor
SECONDER: Kevin Cann, District IV Supervisor
AYES: Rosemarie Smallcombe, Kevin Cann, Miles Menetrey
EXCUSED: Merlin Jones, Marshall Long