



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
COUNTY OF ALPINE, STATE OF CALIFORNIA
Hybrid/Teleconference Meeting

Agenda

Tuesday, January 11, 2021
1:30 P.M.

HYBRID MEETING NOTICE

The Economic Development Advisory Committee meeting of January 11, 2022 will be conducted in a hybrid format and not available for in person public participation (pursuant to State Executive Order N-29-20). The meeting will be an internet-based video and phone conference with in-person attendance for Board Members. Public participation is available at the following:

Join Zoom Meeting

<https://us02web.zoom.us/j/84380303984?pwd=enptMWIBamQyeTFUWkhkdm5JcjVqZz09>

Meeting ID: 843 8030 3984

Passcode: 294153

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+1 301 715 8592 US (Washington DC)

Meeting ID: 843 8030 3984

Passcode: 294153

In-Person Location

Community Development Conference Room

50 Diamond Valley Rd.

Markleeville, CA 96120

In order to minimize the risk of exposure during this time of emergency, the public may participate in the meeting by web conference, phone, or sending comments to jchevallier@alpinecountyca.gov in lieu of personal attendance. All public comment will be made immediately available to the Committee members, staff, and the general public as they are received and processed by staff.

Goal: Establish a balanced economy that is consistent with sustainable environmental preservation. The objectives are:

- Identify programs to help diversify the economy.
- Identify programs to help reverse the trend of failing or stagnating businesses and recruit new businesses.
- Identify programs to improve services to support economic growth.

Public comment periods: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda under Oral Communication – General Public Comment. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee.

Any member of the audience desiring to address the Committee on a matter on the agenda: Please request to speak at the time the item is announced by the Committee Chair.

1. CALL TO ORDER

2. ORAL COMMUNICATION – GENERAL PUBLIC COMMENT

This portion of the meeting is an opportunity for members of the public to address the Committee on subjects relating to economic development.

3. MINUTES

3.1. Approval of regular meeting minutes of December 14, 2021

4. UNFINISHED BUSINESS

4.1. Discussion and recommendations for proposed Economic Development and Recovery initiatives for the Economic Development Director.

4.2. Emerging Industry & Technology

4.2.1. Alpine Biomass Collaborative update (David Griffith)

4.2.2. Broadband Middle Mile update (David Griffith)

4.2.2.1. Update and discussion on the NEO Connect Central Sierra Broadband Roadmap (JT Chevallier)

4.2.2.2. Update and discussion on Starlink connectivity project (Blake Weyland)

4.3. Travel & Tourism

4.3.1. Central Sierra Economic Development District (JT Chevallier, Terry Woodrow)

4.3.2. Visit California/High Sierra Updates (JT Chevallier, Becky DeForest)

4.4. Farming /forestry/natural resources

4.4.1. Discussion on trends and opportunities regarding forestry, farming and natural resources (JT Chevallier)

4.4.1.1. Update on community gardens and controlled environment agriculture (JT Chevallier)

4.5. Housing and workforce development

- 4.5.1. Update on workforce development initiatives (Frank Gerdeman & JT Chevallier)
 - 4.5.1.1. Update on the DRAFT housing element and next steps for public feedback and adoption

4.6. Policy news and updates

- 4.6.1. Discussion regarding potential policy updates that can affect economic development in Alpine County (David Griffith, Becky DeForest, Terry Woodrow)

4.7. Fire recovery

- 4.7.1. Discussion and updates from Alpine County regarding Tamarack and Caldor fire recovery (JT Chevallier, David Griffith, Becky DeForest)
 - 4.7.1.1. Tamarack Fire Fund update
 - 4.7.1.2. Update on the USFS State & Private Forestry Grant (JT Chevallier)
 - 4.7.1.3. Debris cleanup update

4.8. Grants and funding mechanisms

- 4.8.1. Discussion and direction regarding grant opportunities for Alpine County
 - 4.8.1.1. Presentation of grant opportunities for 2022 grant cycle and submission deadlines (JT Chevallier)
 - 4.8.1.2. Update on the Prop 68 Per Capita Funding Grant and the Recreation Survey (JT Chevallier)
 - 4.8.1.3. Discussion and possible direction to staff regarding the Community Economic Resilience Fund (David Griffith)

4.9. Marketing, events and communications

- 4.9.1. Discussion and update on marketing campaigns for Alpine County (JT Chevallier, Becky DeForest)
- 4.9.2. Discussion and update on the 2022 Death Ride (Becky DeForest)

5. NEW BUSINESS

- 5.1. Discussion on Green Economy initiatives for Alpine County (Blake Weyland)
- 5.2. Discussion on crypto currency opportunities and the applicability to Alpine County (Blake Weyland)

6. INFORMATIONAL ITEMS AND MEMBER REPORTS

7. ITEMS INITIATED BY COMMITTEE MEMBERS

- 7.1. Discussion of possible new business items for the next meeting.

8. NEXT MEETING SCHEDULE AND ADJOURNMENT

- 8.1. The next Economic Development Advisory Committee is scheduled for February 8, 2022 at 1:30 PM



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
COUNTY OF ALPINE, STATE OF CALIFORNIA
Hybrid/Teleconference Meeting

DRAFT Minutes
Tuesday, December 14, 2021
1:30 P.M.

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Meeting ID: 843 8030 3984

Passcode: 294153

In-Person Location

Health and Human Services Conference Room

75 Diamond Valley Rd.

Markleeville, CA 96120

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1. **CALL TO ORDER**

The meeting was called to order with the following members present

Meeting called to order at 1:33 PM

Members in attendance:

Chair Weyland

Vice Chair DeForest

Member Woodrow

Member Hartnett

Member Sweeney

Member Gerdeman

Member Rawson

Member Griffith

Member Jang

Public in Attendance:

Nichole Williamson

2. **ORAL COMMUNICATION – GENERAL PUBLIC COMMENT**

This portion of the meeting is an opportunity for members of the public to address the Committee on subjects relating to economic development.

3. **MINUTES**

3.1. Approval of regular meeting minutes of November 15, 2021

Member Woodrow identified the need to revise the minutes to reflect the correct spelling of Member Jang's last name.

Member Weyland corrected the minutes with the appropriate spelling of Chair Weyland's name

Minutes approved unanimously as amended

4. **UNFINISHED BUSINESS**

4.1. Discussion and recommendations for proposed Economic Development and Recovery initiatives for the Economic Development Director.

No recommendations have been made.

4.2. Emerging Industry & Technology

4.2.1. Alpine Biomass Collaborative update (David Griffith)

Member Griffith provided an update on the Alpine Biomass Collaborative. There is no movement on the Kirkwood District Heating Project due to lack of interest. Member Griffith held a meeting with the Tahoe Fund to discuss the biomass to bioenergy project in Woodfords and will provide additional information when it becomes available.

4.2.2. Broadband Middle Mile update (David Griffith)

Member Griffith provided some information on the scope of the amount of funding coming to improve broadband. In addition to the 6 million dollars California is investing, the Federal Government is investing 100 billion dollars in investment. Some programs are active right now and some will be active in the future. The RCRC provided a list of these programs to review. Golden State Connect Authority is officially formed and starting to work. Member Griffith is Vice Chair of this group. RCRC has a \$200,000 budget to promote broadband in the rural counties and 2.3-million-dollar application with the Economic Development Administration to fund strategic broadband plans for all the rural counties in California.

Member Woodrow also mentioned the middle mile efforts.

Member Griffith updated the committee that the County submitted a letter requesting the CPUC extend the middle mile network from Arnold to Lake Alpine as well as connections from River Ranch, Chamber's Lane, Mesa Vista, Hung-a-lel-Ti Community that were left out of the middle mile network. The difference between middle mile and last mile is middle mile extends service to the community and last mile extends connectivity within the community. The Central Sierra Broadband Connect Consortium has a \$500,000 grant to provide a roadmap in the 5 participating counties (Amador, Alpine, Calaveras, Tuolumne, Mariposa). The consortium is not currently active but the counties are in discussion to rejoin the consortium. The CPUC is working on test projects in the state and the one in Alpine County goes from 88 in Woodfords to Kirkwood.

Chair Weyland said Starlink will be available in December 10, 2021

Member Woodrow stated Starlink does not work very well in Bear Valley. People in the community are beta-testing it and it does not work very well.

4.3. Travel & Tourism

4.3.1. Central Sierra Economic Development District (JT Chevallier, Terry Woodrow)

JT Chevallier provided an update on the Central Sierra Economic Development District. Member Woodrow and JT Chevallier attended the recent CSEDD meeting. The two main topics discussed were the proposal for the Central Sierra CEDS and reformatting the CSEDD Board.

Member Woodrow stated the CEDS done in 2017 was done by Chico State however Melinda Madsen was not happy with the results from the CEDS done in 2017. There was a concern that if Chico State was selected again to conduct the CEDS it will yield the same result. After some discussion it was determined there will be a different team at Chico State conducting the CEDS which eased the concerns of the committee and Melinda. Furthermore, the Economic Development Directors from all the Counties were not able to review the proposal to provide feedback.

JT Chevallier also discussed the recommendation from Melinda Madsen about potentially reformatting the CSEDD in order to qualify for the EDA as a recognized organization.

Member Woodrow said that joining as an official group previously was cost-prohibitive, however the CSEDD will be revisiting this opportunity for potential inclusion into the EDA as a qualified organization.

Member Griffith asked why it was a 50% match instead of a 20% match.

Member Woodrow said Melinda was going to look into that percentage and determine if it is 50% or 20%

RCRC is doing a CEDS for other counties at a 20% match

Member Woodrow clarified this was not for a CEDS, it was to join the official EDA as an Economic Development District. Unfortunately, the Executive Director cannot use in-kind as a match due to receiving federal funds for his organization's operations.

4.3.2. Visit California/High Sierra Updates (JT Chevallier, Becky DeForest)

JT Chevallier had no update

Vice-Chair DeForest updated the committee on the High Sierra Marketing Cooperative and discussed the makeup of the Cooperative and looking at ways to leverage funds to highlight our region. There was additional discussion on ways to upgrade our digital presence and highlight Alpine County.

JT Chevallier reminded the importance of identifying your business on google business and updating their profile.

Vice Chair DeForest mentioned the importance of updating business hours, making sure photos are correct and the images representing your business, and the address is correct.

Chair Weyland asked if there was a manual that businesses can use to update their google business posting

Vice-Chair DeForest says High Sierra is working on that but there is not a clear manual at this time.

4.4. Farming /forestry/natural resources

4.4.1. Discussion on trends and opportunities regarding forestry, farming and natural resources (JT Chevallier)

4.4.1.1. Update on community gardens and controlled environment agriculture
JT Chevallier provided an update on the controlled environment agriculture research he has been conducting. Recently Local Bounti out of Montana was granted a 1-million-dollar tax abatement from the Governor's Office of Economic Development for a controlled environment agriculture development in Douglas County. JT Chevallier reached out to the company to discuss if they would be interested in Alpine County. JT Chevallier still thinks this is an opportunity worth exploring and he will report back when more information becomes available.

Chair Weyland inquired what the goal of the indoor agriculture would be. He asked if it would be cannabis or consumable produce.

JT Chevallier said the focus would be on leafy greens, micro greens. We are really starting to see these projects pop up in smaller resort communities like Jackson Hole. JT Chevallier recently toured Taylor Farms at the California Economic Summit and learned about their investment in controlled environment agriculture. They recently purchased Pure Green Farms which is located in South Bend, Indiana. Their strategy is to expand their production capabilities by investing in farms both indoor and outdoor that are strategically located in different regions that allow for an expanded growing season and additional production capacity. JT Chevallier recommends looking at both small-scale and large-scale indoor agriculture facilities to determine what options exist.

Chair Weyland mentioned there are grants out there that could assist with funding this project. They typically have a 50% match.

JT Chevallier said there are grants that exist with the USDA in the agriculture sector. JT Chevallier further stated the positive environmental impacts from this type of project. The goal of this project is to provide local produce to the businesses in Alpine County in addition to acting as an educational tool for local schools.

Member Griffith recommended doing a marketing study and discuss the potential of the project with local businesses and restaurants to make sure there is a demand for the products produced.

Nichole Williamson informed the committee HHS has purchased greenhouses in the past.

JT Chevallier stated he would look into existing infrastructure and continue the conversations with the large-scale agriculture businesses

Member Rawson asked if there has been a piece of property that would be a site for this type of operation.

JT Chevallier said additional research was needed and a feasibility study to determine appropriate site locations.

Member Rawson recommended JT Chevallier speak with local ranchers to determine if there is interest in placing a facility on their private land.

Nichole Williamson stated the Indigenous Farms grows microgreens and supplies local farmer's markets and Sprout's Market in South Lake Tahoe.

Vice Chair DeForest said she would assist with business outreach to determine if there is an interest in the project.

Chair Weyland asked if there is documentation on how this is implemented based on the geography and weather in order to determine types or crops and the feasibility of the facility.

JT Chevallier stated that the typically turnover of crops in these types of operations are roughly 5-7 weeks and utilize less water, less transportation. The largest barrier to entry is cost.

Member Griffith recommended that we find a business or developer that wants to activate a project of this nature instead of asking the community to bootstrap it. The County can assist and facilitate the activation of the project but should not be the lead organization.

JT Chevallier agreed and suggested we try to engage one of larger developers or businesses to limited the impact on County bandwidth and operations. The County can act as a liaison.

Chari Weyland asked if there is an opportunity to first do a test on a smaller scale to determine the efficacy of the project to ensure it can be cost effective and scalable.

JT Chevallier said a comprehensive inventory of available land will be critical to the success of the project.

Chair Weyland also mentioned the benefit of raising ostriches as a replacement for cattle production. Ostrich ranching produces healthier meat, no methane production and could change the direction of ranching.

Member Sweeney explained the tourist potential of having ostrich farms in Alpine County.

Chair Weyland stated there were numerous other products that can be produced from ostrich ranching.

4.5. Housing and workforce development

4.5.1. Update on workforce development initiatives (Frank Gerdeman & JT Chevallier)

JT Chevallier revisited the need for land and housing inventory that will help define potential locations that will be advantageous to pursue affordable and achievable housing. Nichole Williams and JT Chevallier have had productive meetings with Mammoth Lakes Housing which is a non-profit that assists in the strategic development, funding and activation of affordable housing projects. JT Chevallier feels confident that Mammoth Lakes Housing could be a strong partner in the effort.

Member Gerdeman stated that, as Lake Tahoe wrestles with housing, they would like to start conversations about potentially providing affordable housing that can support the needs of the Lake Tahoe Basin and could be an economic benefit and advantage to Alpine County.

Member Griffith advised that an increase in population and housing in the community could create undue burden on the County's ability to provide services if there are not equal investments in commercial and industrial sectors.

Chair Weyland stated that there is something called "Aspen Style" which requires new developments to include an ADU or pay a mitigation fee in lieu.

JT Chevallier stated that there was a similar requirement in Placer County when he worked for the Tahoe City Downtown Association.

Member Griffith asked if there was a similar requirement for Kirkwood?

Member Woodrow stated that there were housing developments in addition to "Animal House" that provide housing for employees located off Loop Rd. which is located in Amador County, but the problem is there are just not enough for the employee base.

Member Gerdeman stated that he agrees with Member Griffith that there needs to be an acknowledgement of potential strain on County resources.

4.6. Policy news and updates

4.6.1. Discussion regarding potential policy updates that can affect economic development in Alpine County (David Griffith, Becky DeForest)

Member Griffith spoke about the new California Economic Resilience Fund and it is currently being fast tracked and they will be finalizing the ground rules in January 2022. It is funding for economic development and making communities more resilient after COVID. There is 5 million dollars that needs to be spent by March and we are in a region that is included with other rural counties like Inyo, El Dorado and Mono. This is still very new and there is not a lot of information available. Member Griffith is hoping the RCRC Deputy Economic Development Director, Bob Burrell, can meet with JT and Nichole and to determine what the priorities are and how the funding will be used. Nichole and JT volunteered to travel to Sacramento to meet with him. Member Griffith was hoping RCRC can come and talk to the Board.

4.7. Fire recovery

4.7.1. Discussion and updates from Alpine County regarding Tamarack and Caldor fire recovery (JT Chevallier, David Griffith, Becky DeForest)

4.7.1.1. Tamarack Fire Fund update

Vice Chair DeForest informed the committee that up to this point the fund has received \$105,598 in donations and currently \$21,398 still unspent with a few additional applications still needing to be reviewed. DeForest anticipates there will be additional funding left over after the applications have been reviewed and processed.

4.7.1.2. Debris cleanup update

JT Chevallier has been working with the Road Department to identify areas of potential debris flows and mitigate the impact by taking proactive measures to address the flows. Ongoing cleanup continues at Turtle Rock Park. For private property debris flow issues JT Chevallier offered to discuss any remedies with these private landowners such as NRCS, FSA and any other funding mechanisms that exist.

Member Griffith asked if there was a date that we can expect CalOES to be done with the Debris Cleanup.

JT Chevallier and Nichole Williamson both stated that they do not know about an exact date and will look into it.

Member Griffith stated that he has been made aware of Nevada Environmental that is working on the rehabilitation of the Storm Crow property and they are also in discussions with 2-3 other private property owners to conduct rehabilitation on their respective properties.

4.8. Grants and funding mechanisms

4.8.1. Discussion and direction regarding grant opportunities for Alpine County

4.8.1.1. Discussion and direction to staff regarding potential projects for Proposition 68 Grant Funding (JT Chevallier)

JT Chevallier informed the committee about the recent allocation of Proposition 68 Funding from California State Parks in the amount of \$400,000. Specific guidelines dictate the funds can only be used for Capital Investment. Additionally, the Kirkwood Meadows Public Utility District voted to allocate the remainder of their OGAL (Office of Grants and Local Services) funding in the amount of roughly \$150,000 to the County to utilize for recreation purposes. Member Woodrow provided an update on the process for allocating the OGAL Funding to Alpine County

Member Jang recommended we look into Heritage Park and build a stage, theater, and bathrooms.

Vice Chair DeForest asked if there was a survey that was going to come out about the recreational needs.

JT Chevallier stated that Community Development will be releasing a recreation survey to solicit input on potential recreational needs in Alpine County.

Member Griffith stated that a focus should be on Turtle Rock Park and the installation of a dump station in Eastern Alpine County because currently there is not one in operation.

Vice Chair DeForest stated a grassy area at Turtle Rock park could be a good location for weddings and special events.

Member Sweeney stated the Museum could also be a great location for weddings and special events and is underutilized.

Chair Weyland stated that some improvements would need to be made to the Museum to entice wedding business in the area.

Member Gerdeman asked if there is a recreation committee in the County. He inquired if we were to create a wedding site, would the County operate it? Would an outside vendor?

JT Chevallier stated that when he managed Genoa, the Town was in charged of overseeing the booking and operations of the facilities. He stated that the Community Development could manage a site like this.

Member Gerdeman recommended that a pro-forma budget is developed to determine feasibility.

Member Griffith stated that if improvements were to be made in Heritage Park, Historical Society or the Library park might bring additional traffic to the local businesses in Markleeville.

Member Weyland suggested that improvements to trailheads and parking improvements could be made.

Member Jang asked if there were plans for Turtle Rock Park.

JT Chevallier stated that they are currently waiting for the cleanup to finish before they can commit to any plans. Additional community input will be needed prior to moving forward with any projects.

Member Jang stated that due to the fires there is no longer any camping in the area and it is very important that the County focus the funding and energy on rehabilitating Turtle Rock park and reopening the campsite. Additionally, there could be investment in hookups for RVs.

4.9. Marketing and communications

4.9.1. Discussion and update on marketing campaigns for Alpine County (JT Chevallier, Becky DeForest)

This item was continued to the January 11, 2022 meeting.

5. NEW BUSINESS

5.1. Discussion on Green Economy initiatives for Alpine County (Blake Wyland)

This item was continued to the January 11, 2022 meeting.

5.2. Discussion on crypto currency opportunities and the applicability to Alpine County (Blake Wyland)

This item was continued to the January 11, 2022 meeting.

5.3. Discussion and update on the 2022 Death Ride (Becky DeForest)

Vice Chair DeForest stated that there are not a lot of updates at this time, but the date for the Death Ride has been set for July 16, 2022. They will be using the same route as the 2020 event. They are working with the local agencies on permitting.

5.4. Discussion and possible direction to staff regarding the Community Economic Resilience Fund (David Griffith)

Member Griffith stated the committee already spoke about this fund and reinforced the importance of JT Chevallier and Nichole Williamson meeting with Bob Burress from RCRC.

5.5. Update on Board of Supervisors' interest in participating in ongoing meetings with the Economic Development Advisory Committee (David Griffith)

Member Griffith informed the Committee that he reflected the feedback from the group to the Board of Supervisors and they will continue the discussion and come back with options when consensus has been reached.

Member Sweeney stated that he was not upset but rather concerned over why the Board of Supervisors would want the full board to attend the meeting when there are already two Supervisors that are already sitting on the Committee.

Nichole Williamson stated that she sits in the Board Meetings where this has been discussed and informed the Committee that she feels the reason the Board of Supervisors wants to be involved in the Economic Development Advisory Committee is because economic development is one of the goals of the strategic plan and they would like to be more involved in the efforts in the County.

Chair Weyland discussed the challenges with convening a meeting with the Board of Supervisors and what legal issues would arise.

Member Woodrow stated that Brown Act would prevent this.

Nichole Williamson stated that it would be good to wait until the strategic plan is passed and then the Board of Supervisors could convene a public workshop on economic development.

6. INFORMATIONAL ITEMS AND MEMBER REPORTS

Vice Chair DeForest informed the Committee the Chamber is revising the visitor's guide for 2022 and is working on content and membership information. The goal for completion is mid-February or March.

Chair Weyland is going to conduct some additional research into Starlink as a potential solution to the broadband challenges.

7. ITEMS INITIATED BY COMMITTEE MEMBERS

7.1. Discussion of possible new business items for the next meeting.

8. NEXT MEETING SCHEDULE AND ADJOURNMENT

8.1. The next Economic Development Advisory Committee is scheduled for January 11, 2022 at 1:30 PM



Item 4.2.2.1 Supplemental

Update and discussion on the NEO Connect Central Sierra Broadband Roadmap

The Central Sierra Counties Kick-off Broadband Planning Efforts

Five Counties located in the Central Sierra region of California are working towards building a roadmap for broadband deployment. The five counties, which consist of Alpine, Amador, Calaveras, Tuolumne and Mariposa, have hired veteran broadband consulting firm, NEO Connect to develop the broadband roadmap. The purpose of the Central Sierra Broadband Roadmap will focus on identifying gaps in broadband service, establishing priorities, and to match funding opportunities with these priorities to accelerate investment in broadband infrastructure.

The Consolidated Appropriations Act of 2021, the American Rescue Plan Act (ARPA), and the most recently established, federal Infrastructure Bill, offer billions of broadband-related dollars to build out network infrastructure to bridge the digital divide. Since the pandemic, the disparities of areas lacking broadband infrastructure were further highlighted. In parts of the country where broadband service is lacking, students could not attend school, workers were not able to effectively conduct their business while working at home and people seeking medical help were not able to access online telemedicine services. Federal and state funding programs seek to fund critical broadband infrastructure to address these disparities.

The Central Sierra Broadband Roadmap will document and aggregate regional broadband assets, create uniform policies to aid in the acceleration of broadband infrastructure and provide an online tool and process for existing service providers to leverage existing infrastructure and funding to improve broadband services for the region. The goal of this process is to work with existing providers to facilitate improvement of services and is not to replace what the existing providers have developed.

The study has aligned its goals with the State of California's broadband objectives. The State of California has set a goal for all Californians to have high-performance broadband available at home, schools, libraries, and businesses. The Central Sierra Broadband Roadmap aims for the development of broadband infrastructure with a minimum of download and upload speeds of at least 100 megabits per second (100/100 Mbps).

An Internet survey is available for residents in the area to provide feedback and information about the level of services currently available, how the Internet is currently being used by residents and what is most important to community members in regards to high-speed Internet services. The survey can be found at www.centralsierrabroadband.com; and all residents are urged to participate and provide their input.

NEO Connect is working in partnership with California Forward's (CA FWD) Young Leaders Advisory Council (Council). CA FWD is a statewide policy-based nonprofit committed to improving government and creating inclusive, sustainable growth for everyone across the state's diverse regions. The Council will explore the more specific impacts that limited access to broadband has had on students and senior citizens, especially in the wake of the COVID-19

pandemic. Students have faced unique challenges in responding to the digital learning environment. Senior citizens have been especially impacted by the increased reliance on technology for daily operations. The Council is exercising a targeted approach to conduct outreach to tribal communities as well as the previously mentioned demographics.

“CA FWD’s Young Leaders Advisory Council is excited to work on this project and utilize our unique positioning as young leaders to connect with the community and focus on equity for the future of internet connectivity,” Council Project Manager Michael Wiafe shared. “It is necessary that we deliberately include voices whose perspectives have been traditionally left out of this conversation in our work. The issue of digital equity is only getting more important as people are increasingly relying on connectivity for necessary resources.”

NEO will identify existing assets within the study area, including existing fiber optic cable, conduit and other telecommunication infrastructure and assets. Once the existing assets are mapped, NEO will identify gaps in service coverage and will put together a plan to fill those gaps. Other planning activities will be working with local stakeholders and regional service providers, establishing plans and estimated capital costs, and identifying potential partners to facilitate improving broadband infrastructure. This effort will help existing service providers by facilitating open discussion about how to jointly solve communication gaps in coverage as well as improving existing infrastructure to enable faster broadband speeds.

“NEO is thrilled to be working with the Central Sierra region on this project,” company CEO Diane Kruse said. “We are big supporters of community and regional collaboration to improve broadband services and look forward to working with the key stakeholders of this region to put forward a plan to improve broadband infrastructure.”

For more information, visit www.NEOconnect.us.



Item 4.7.1.2 Supplemental
Update on the USFS State & Private Forestry Grant



Tail and Trail Components Repair

- Turtle Rock Park Trail & Disc Golf Course Rehabilitation \$150,000

Recreation Facility Repair

- Turtle Rock Park Community Center, Storage Container, Tennis Courts, Bathrooms, Campground Rehabilitation \$750,000

Road and Bridge Repair

- Markleeville Water Company \$500,000
 - Installation of creek crossing on the access road to the water intake. Improvements are needed to deal with the increased maintenance required at the intake due to increased sediment loading and increased debris flow in Musser and Jarvis Creek. Cost includes design, environmental work and construction.
- Hot Springs Rd. Culvert Repair \$175,000
 - Repair damaged culverts that were a result of the debris flows and wildfire impacts
- Mulberry Creek Culvert Repair \$175,000
 - Repair damaged culverts that were a result of the debris flows and wildfire impacts

Hazardous Material/Waste & Debris/Trees (Private Parcels)

- SEE SPREADSHEET BELOW

Owners/Applicant:	APN(s)	Area	Location	Acres	Activites	Acres	Activites	Acres	Activites
Storm Crow, LLC.	002-250-003	820	T10N., R20E., Sec 18, NE1/4, SW1/4 Sec. 17, NW1/4. SW1/4 & S1/4, Sec 20, W1/2, Sec. 21, E 1/2, NE1/2 of NE1/4.	340	Mechancial and hand felling, chipping/mulch	20	Required protection of Millberry Creek and unnammed drainages.	340	Impacts along Millberry Creek, Irrigation cananl, and fire damaged vegetatation. Prescribed Fire Ops.
	002-250-002								
	002-250-012								
	002-250-021								
	002-250-016								
Burt Jenner Parcel	002-230-039	197	T10N., R20E., Sec 7, S1/4 T10N., R19E., Sec. 13, NE1/4, NE1/4	160	Mechancial and hand felling, chipping/mulch	4	Requires new crossing at access road and millberry Creek	160	Pile and burn non-mulched debris/ Prescribed Fire Ops
	002-190-001								
John Welter Parcel	002-230-37	80	T10N., R20E., Sec 8, NW1/4, NW1/4	76	Mechancial and hand felling, chipping/mulch	2	Erosional contol along access road and Millberry Creek	76	Pile and burn non-mulched debris / Prescribed Fire Ops
Chad Martinson Parcel	002-230-42	42	T10N., R20E., Sec 8, NW1/4, NW1/4	30	Mechancial and hand felling, chipping/mulch	1	Minimal EC along road and drainages	30	Pile and burn excess debris Prescribed fire ops.

Jeff Michael Parcel	002-250-005 15740 Highway 89 Markleeville, Ca.	35	T10N., R20E., Sec 21, NW1/4, NW1/4	25	Mechancial and hand felling, chipping/mulch	6	Manage sediment and debris flows from upslope land.	30	Stream debris Manamgent + Prescribed Fire Ops.
Carson Ridge Parcels	(8 parcels) Carson Ridge Subdivision	20.7	T10N., R20E., Sec 20, SE1/4, SE1/4	20.7	Mechancial and hand felling, chipping/mulch	1	Manage sediment at access points	0	N/A

Revegetation

- Alpine Watershed Group \$150,000
 - Leading volunteers in seed collection, plant propagation, outplanting, and watering and/or for supplies like erosion control materials, seed, etc. in areas impacted by the Tamarack Fire
- Private Landowners \$500,000 – SEE SPREADSHEET BELOW

Owners/Applicant:	APN(s)	Area	Location	Acres	Activites	Acres	Activites
Storm Crow, LLC.	002-250-003 002-250-002 002-250-012 002-250-021 002-250-016	820	T10N., R20E., Sec 18, NE1/4, SW1/4 Sec. 17, NW1/4. SW1/4 & S1/4, Sec 20, W1/2, Sec. 21, E 1/2, NE1/2 of NE1/4.	820	Aerial Seeding & Hand Broadcast of native seed	600	four (4) species of seedling planting at 100 trees/ac.

Burt Jenner Parcel	002-230-039 002-190-001	197	T10N., R20E., Sec 7, S1/4 T10N., R19E., Sec. 13, NE1/4, NE1/4	197	Aerial Seeding & Hand Broadcast of native seed	197	four (4) species of seedling planting at 100 trees/ac.
John Welter Parcel	002-230-37	80	T10N., R20E., Sec 8, NW1/4, NW1/4	76	Aerial Seeding & Hand Broadcast of native seed	80	four (4) species of seedling planting at 100 trees/ac.
Chad Martinson Parcel	002-230-42	42	T10N., R20E., Sec 8, NW1/4, NW1/4	40	Aerial Seeding & Hand Broadcast of native seed	30	four (4) species of seedling planting at 100 trees/ac.
Jeff Michael Parcel	002-250-005 15740 Highway 89 Markleeville, Ca.	35	T10N., R20E., Sec 21, NW1/4, NW1/4	32	Aerial Seeding & Hand Broadcast of native seed	30	four (4) species of seedling planting at 100 trees/ac.
Carson Ridge Parcels	(8 parcels) Carson Ridge Subdivision	20.7	T10N., R20E., Sec 20, SE1/4, SE1/4	20.7	Aerial Seeding & Hand Broadcast of native seed	20.7	four (4) species of seedling planting at 100 trees/ac.

Leased Facility Repair

- Markleeville Water Company \$700,000
 - Installation of improvements at the Musser and Jarvis water intake to deal with increased sediment loading in the creek. Cost includes design, environmental work and construction.

Watershed Restoration (Includes Fisheries Habitat Restoration)

- Markleeville Water Company \$500,000
 - Restoration and reforestation of the Musser and Jarvis watershed. Including program management, environmental studies and permits, compliance seeding, felling/slashing, tree planting, stream corridor stabilization.
- Alpine Watershed Group \$200,000
 - Leading volunteers in seed collection, plant propagation, outplanting, and watering and/or for supplies like erosion control materials, seed, etc. in areas impacted by the Tamarack Fire

Communication Sites

- Hawkins Peak \$150,000
 - Repair damaged infrastructure caused by the Tamarack Fire
 - Install additional safety measure to prevent impacts on the communication systems



Item 4.9.1 Supplemental

Discussion and update on marketing campaigns for Alpine County



2021 Housing Element Update

Alpine County is updating the Housing Element of the General Plan to address the State's requirements for the 2019-2024 planning period and wants your input!

Comment on the Draft Housing Element!

We want to hear from Alpine County residents, businesses, and employees to make sure the Draft Housing Element addresses issues of concern.

Where to Review?

Review the Draft Housing Element on the County's website at: <https://www.alpinecountyca.gov/582/Housing-Element-Update> or at:

- * Alpine County Community Development - 50 Diamond Valley Rd, Markleeville
- * Alpine County Health & Human Services - 75 Diamond Valley Rd, Markleeville
- * Bear Valley Branch Library - 367 Creekside Drive, Bear Valley
- * Markleeville Library - 270 Laramie, Markleeville

Attend the Workshop on January 20 at 6:00 p.m.

Join us for an internet-based video and phone conference to learn about the proposed Housing Element Goals, Policies, and Programs and to provide comments.

Zoom Meeting Link: <https://us06web.zoom.us/j/85012257128>
Meeting ID: 850 1225 7128
Phone: 1-669-900-9128

Provide Your Comments

To comment in writing, please submit written comments to:
Larry Shoemaker
Alpine County Planning Division
50 Diamond Valley Rd.
Markleeville, CA 96120
or by e-mail to: lshoemaker@alpinecountyca.gov

The public comment period on the Draft Housing Element will close on February 18.

For more information or if you need special assistance or disability-related accommodation, please contact:

Larry Shoemaker, Planner II, Alpine County
lshoemaker@alpinecountyca.gov or at (530) 694-1371



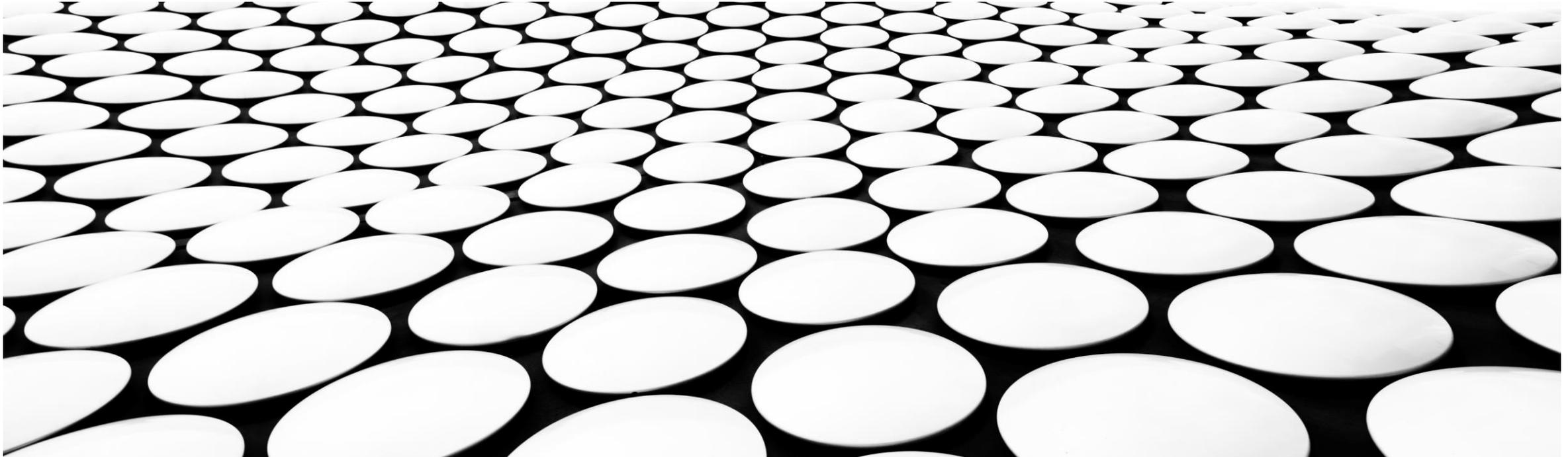


Item 4.8.1.1 Supplemental

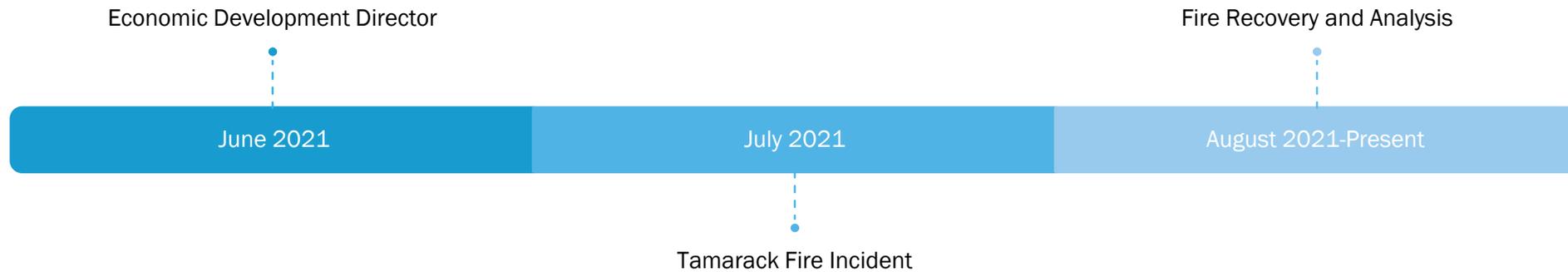
Presentation of grant opportunities for 2022 grant cycle and submission deadlines

ALPINE COUNTY ECONOMIC DEVELOPMENT

2022 GRANT PRESENTATION



ECONOMIC DEVELOPMENT DEPARTMENT TIMELINE



ECONOMIC DEVELOPMENT DIRECTOR PROGRESS

- Conducted Financial Analysis of the 2020-2021 Alpine County Budget
- Conducted Resource Analysis of Alpine County Infrastructure and Land Use
- Conducted Meetings with the Departments Directly Related to Economic Development
- Attended Meetings with Central Sierra Economic Development District
- Conducted Meetings with Regional Economic Development Directors (Calaveras, Amador, Mariposa, El Dorado, Tahoe Prosperity Center)
- Attended California Economic Summit
- Convened 5 Economic Development Advisory Committee Meetings
- Advocacy & Outreach to Land Managers (USFS, BLM, California State Parks)
- Attended Meetings with Eastern Sierra Sustainable Recreation Partnership
- Attended Meeting with Alpine Biomass Collaborative



ECONOMIC DEVELOPMENT DIRECTOR PROGRESS

- Reviewed the 2017 CEDS with the Central Sierra Economic Development District
- Meetings with Strategic Partners (Bear Valley Business Association, Chamber of Commerce, ADVANCE, ATA, AWG, Wylder Resorts, Kirkwood Mountain Resort, CFWD, Caltrans, Liberty Energy)
- Conducted recreation survey in conjunction with Alpine County Community Development Department
- Multiple tours of Alpine County to familiarize geography, topography and economic drivers
 - Bear Valley, Lake Alpine, Kirkwood, Woodfords, Markleeville, Mesa Vista, HLLT, Diamond Valley/Carson River Rd.



RESULTS FROM ECONOMIC DEVELOPMENT RESEARCH AND ANALYSIS

WE NEED MORE DATA

- Currently there is very little data with relation to the economic outlay and opportunities that exist in Alpine County
 - Alpine County included in an 2017 CEDS with the CSEDD
 - Currently scheduling CEDS for 2022 with CSEDD
 - Exploring opportunities conducting a CEDS with Inyo, Mono, Bishop & Mammoth
 - Headwaters Economics Data
 - Alpine Biomass Collaborative
 - Housing Element Draft
 - Land Use
 - Zoning

WE NEED A PLAN

- Currently there is no Economic Development Strategic Plan
 - General Plan only identifies the need for an Economic Development Advisory Committee
 - Strategic Plan identifies Economic Development Goals but further strategy is needed for implementation.
 - We know the WHAT but we don't know the HOW
- Tamarack & Caldor Fires fundamentally changed the economy for Alpine County and must be acknowledged in the economic development strategy
 - Recovery MUST be included in the Strategy
 - Identified in the Alpine County Strategic Plan 2022



RESULTS FROM ECONOMIC DEVELOPMENT RESEARCH AND ANALYSIS

Critical Issue: Recovery and Economic Development

Goal 1 | By June 30, 2025, develop and implement a comprehensive recovery and economic development plan.

	Strategy	Timeline	Lead	Capacity Considerations
1.A	Evaluate and adopt policies to promote business development, including waiving fees and reducing regulations	June 30, 2022	Economic Development Director	
1.B	Increase sustainable recreational guide services and activities	June 30, 2025	To be determined (TBD) or Contractor	
1.C	Increase forestry and biomass industries	June 30, 2025	To be determined (TBD) or Contractor	
1.D	Attract light industry	June 30, 2025	Economic Development Director	
1.E	Attract small or work at home businesses	June 30, 2025	Economic Development Director	
1.F	Ensure sufficient staff to support ongoing recovery and economic development efforts	June 30, 2023	Economic Development Director	
1.G	Conduct workshops to engage Board of Supervisors in recovery and economic development planning	June 30, 2023	Economic Development Director	Economic Development Director is on a plan



ECONOMIC DEVELOPMENT DIRECTOR GRANT RECOMMENDATIONS

- Economic Development Strategic Planning Grant
 - Economic Development Administration - \$75,000
 - ARPA Travel, Tourism and Recreation Grant
 - Development of a Comprehensive Economic Development & Recovery Strategic Plan
 - Utilizing Alpine County Strategic Plan as a guide



ECONOMIC DEVELOPMENT DIRECTOR GRANT RECOMMENDATIONS

- Comprehensive Trails Analysis and Study Grant
 - Sierra Nevada Conservancy
 - Vibrant Tourism and Recreation Grant - \$75,000
 - Identifying Sites for Trails Development
 - In conjunction with ESSRP
 - Utilization of firebreaks and dozer lines as potential sites for expanded and new trails
 - Economic benefits of trails development



ECONOMIC DEVELOPMENT DIRECTOR GRANT RECOMMENDATIONS

- Economic Impact Analysis of the Tamarack and Caldor Fires Grant
 - Sierra Nevada Conservancy
 - Resilient Sierra Nevada Communities - \$75,000
 - Determine the overall economic impact that the Caldor and Tamarack Fires have had on Alpine County's economy
 - Recommendations and potential economic recovery strategies and funding mechanisms for Alpine County
 - Sector-based analysis of the economic impact
 - Recovery timelines for business sectors



ADDITIONAL RECOMMENDATIONS OR QUESTIONS?





Item 4.5.1.1 Supplemental

Update on the DRAFT housing element and next steps for public feedback and adoption



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South Lake Tahoe, CA 96155
775.230.5716
jobepilgrim@gmail.com
<http://pilgrimcreativemedia.com/>

Alpine County Promotional Video Series Proposal

The following proposal outlines the scope and cost of a series of videos highlighting Alpine Counties appeal for its recreational and economic resources. The purpose of these videos will be to highlight all that the area has to offer: an active lifestyle, recreation, wonderful opportunities for families, rural living, a close knit and thriving community, and a diverse cross section of things that make Alpine County a special place.

The goals for these videos are to assist Alpine County with promoting:

1. The general appeal of Alpine County.
2. Benefits of recreating and to promote tourism and business in Alpine Co.
3. Business relocation possibilities available in the county.
4. Peak peoples interest in a possible re-location to Alpine County.
5. Help recruit public and private sector candidates who might be looking to make a career change based on lifestyle.
6. Unite Alpine Counties residents and create enthusiasm to help Tamarack recovery efforts. (Fundraiser Video)

Description

Pilgrim Creative Media will produce:

- 1) "Spirit of Alpine Video" (3-5 minutes) - Using interviews of 5 residents with diverse interests and backgrounds, the video will highlight the many opportunities, resources, and appeal of the area. A "through the eyes" cross section of its residents will give a sense of the beauty and Alpine County spirit.
- 2) "Profile" Videos" (approx. 1 minute, x5) - These videos will focus on each community member interviewed to create vignettes highlighting specific and varied reasons why people are attracted to the Alpine County lifestyle, recreational opportunities, and culture.
- 3) "Community Fundraiser Video" (3-4 minutes) - This video will weave together resident stories along with visuals of Alpine County and stock footage of the Tamarack fire (as available), to be used at the Tamarack Fire Fundraising event. It will be targeted at current community members, highlight the resilient nature of the community, and get people excited to donate to Tamarack Fire Recovery efforts.

*All video shot by Pilgrim Creative Media used will be provided to Alpine County for unlimited, non-exclusive use by Alpine County entities and affiliated agencies for future projects.

Project Objectives

1. Shoot with a variety of video techniques to gather visual assets in order to produce the videos described above. Video acquisition to take place from January to July, 2022 to capture the seasons and highlight the following:
 - a. Variety of scenic and recreational opportunities in Alpine County including:
 - Hiking
 - Road/ Mountain Biking
 - Skiing/Snowboarding
 - Rock Climbing
 - Fly Fishing
 - Camping
 - Road Biking
 - Etc.
 - * Utilize b-roll from Pilgrim Creative Media's current video archive when possible.
 - b. Interview 5 current residents at their work places. Audio to be used as narrative for all of the videos, weaving together individuals unique, real life experiences and feelings about life Alpine County.
 - c. Alpine County residents (interviewees) in work/ daily life setting highlighting economic activity and culture.
 - Dining
 - County Offices
 - Businesses
 - Ski Areas
 - Etc.
 - d. Nature & Landscape of Alpine County
 - Scenic/beauty shots
 - Wilderness/ Wildlife
 - Seasons
 - Other landmarks and notable attractions
2. Production techniques to include:
 - a. Aerials/Drone imagery
 - b. Time-lapse Photography
 - c. Steady-cam/ gimbal imagery
 - d. Detail & Macro imagery
 - e. Variety of video content imagery
3. Utilize finished projects and raw video for the following purposes
 - a. Social Media Content
 - b. Website Content
 - c. Paid Advertising Content
 - d. Tamarack Fundraising Efforts
 - e. Alpine County Video Archive for future video use

Project Scope

Video Production -

Video acquisition will occur over the next 6 months, as seasons and weather dictate.

Estimated field days for video production:

- 1/2 Day - Videography and Interview of Kirkwood Ski Patroller/ Alpine County resident
- 1 Day - Video Interview with 3 Markleeville/ Woodfords Area Residents (Shoot B-roll of daily life as time allows)
- 1 & 1/2 Days - Videography of daily life and Interview with Bear Valley Business Owner/ Resident. (Shoot scenic b-roll as time allows.)
- 2 Days - Shoot remaining video needed of residents and scenic shots. (Likely to be split into several shorter days in order to coordinate with participants and take advantage of "ideal" lighting and weather conditions.)

Video Post-Production -

- A written script will be developed utilizing the interviews to tell the story
- The script will be submitted for review and approval prior to video editing
- Music choices will be provided for review and approval
- Post-production includes 2-3 rounds of edits/changes
- Estimated 4-6 weeks of editing time once assets are acquired, pending availability
- Fees for usage rights of Pilgrim Creative Media stock video are included in the project cost
- Final products will be professionally produced and edited videos set to music

Project Cost:

Pre-production (planning, producing, project management)	\$850
Video Production -	
▪ 5 shoot days (1-3 person crew as needed)	\$7000
Video Post-Production -	
▪ Editing and scripting	
○ Spirit of Alpine Video	\$2550
○ Resident Profiles (x5)	\$900/ ea.
○ Community Fundraiser Video	\$1700
▪ Standard music license for internet use (x5)	\$350
* Television/ Industry Trade Show Licensing additional cost	(\$150/ ea.)
	<hr/>
<u>Total Cost:</u>	\$16,950