

Colusa County
Economic Development Corporation

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Board of Directors Meeting - Minutes
Colusa County Business & Visitor Center - Conference Room
2963 Davison Court, Colusa, California 95932
Thursday, March 20, 2008

Chairperson Lynda Reynolds called the meeting to Order at 8:00 A.M.

BOARD

PRESENT: Ed Hulbert, Mike Murray, Cynthia White, Jim Reading, Ben Felt, Lynda Reynolds, and Daniel O'Connell

ABSENT: Mike Adams, Kim Dolbow Vann, Peter Bradford, Dick Armocido

Guests: Leah LaGrande Parker, PG&E (EDC Member)
Peter Jukusky, (EDC Member)
Jim White (EDC Member)

Public Comment: Jim White shared with the directors the new name change of the Colusa Heritage Foundation to The Community Foundation of Colusa County. Jim also reported the Foundation has hired a professional fundraiser to compliment funding.

Financial Report: Director Felt presented the Financial Report. Motion was made to approve the report by Director Murray and seconded by Director Hulbert. Motion approved. Director Felt also noted he needed the Directors' addresses and names for tax returns. Member Jim McGowan will be preparing our tax forms.

Chairperson Reynolds Report: February's meeting was cancelled due to a lack of a quorum and January's minutes have been misplaced in the shuffle of office renovation. The January minutes will be emailed out as soon as they are located. Catherine Bernard will be leaving the Business and Visitors Center as a paid employee (March 31) to do teaching here in the county, but she will remain as a B&VC volunteer. One Stop (Lora Ceccon) will actively look for a replacement. Until that time, Chamber of Commerce Executive Director Indrieri and I will keep the doors open. UpState has an opening for an Executive Director; please ask Chairperson Reynolds if you would like an RFP packet. Chairperson Reynolds attended League of Food Processors Trade Show in Sacramento, The World Ag Expo in Tulare and The Farm Show in Colusa. She made a few contacts and will follow up with Information Packets. Chairperson Reynolds attended the Joint Meeting of the Cities and County on March 14th. The workshop's focus was the introduction of Chabin Concepts; the Consultants doing the Enterprise Zone Application and an overview of what is required to apply. Mayor Pro Tem Barker and City Administrator Manning for the City of Williams shared with Chairperson Reynolds WalMart has stepped away from the project in Williams (not building new or expanding on the West Coast at this time). Jim Resney with Colusa Heritage Partners reported to CCEDC AlphaBio and CHP have agreed on a land price and are now working on fine tuning the agreement. Two truck parking facilities (one in Williams and one in Colusa) are moving forward. Williams Off Street Parking Ordinance has been adopted, Colusa to have first reading in the near future. Chairperson Reynolds thanked Director Felt for the great work he has done on continuing the ED Insight Column in the Colusa Sun Herald.

Unfinished Business: EZ Advisory meeting is scheduled for the 26th. Chairwoman Reynolds would like to see them become OPEN meetings. Will get back to the EDC about the feasibility of making them open to interested parties. Chairperson Reynolds has met many times with the Web Site Web Master and had hoped to have the Web Site up and running by now. Lloyd has a tremendous amount of work at the present time and is looking into hiring help. The new membership drive is dependent on the Web Site, so it is very important it be up and running ASAP. Chairperson Reynolds has arranged with Rescue 42 of Chico, to share their tradeshow booth and Video equipment for the coming year at a significant saving to the EDC. Waiting to update collateral materials, this project will follow the launching of the web site. Director Felt reported the site map for the Welcome To Colusa County Sign on County Line road is on The Planning Directors desk, there was some question by Director White if we could do something to get the sign project moving forward, the discussion lead to the conclusion the Planning Director has a lot on his plate and hiring a contract planner was being considered. Director Hulbert reported CIP is moving forward with its plans for a Gateway Sign on their highway 20 Site. Chairperson Reynolds explained the need for director assignments and will have them in place by the next meeting in April.

New Business: Chairperson Reynolds reported to the board the marketing of local products at the Business and Visitors Center. She is looking at securing a Kiosk. If anyone knows of anyone wishing to market their product please let her know. The focus is on Value Added Agriculture, Grower Identified Food, and/or Kitchen Counter/Backyard Entrepreneurs. Chairperson Reynolds is preparing project/program data to get a head start on Grants for the EDC. Chairperson Reynolds asked the Board of Directors if they were interested in looking into hiring an ED Consulting firm to take on “special” jobs at this time. The consensus was until a specific “job”/”jobs” were identified we will keep operating the way we are at the present time. Chairperson Reynolds announced she is planning on attending several Med/Bio Tradeshows: One in the summer and 2 this fall. These shows charge over \$4000 for a booth, so the suggestion is to meet and greet one-on-one. Chairperson Reynolds wanted to know if we would like a new date and time to have our monthly meeting after some discussion it was decided to have our next meeting WEDNESDAY APRIL 16 at 12:00 p.m. for a lunch meeting.

Announcements: Leah LaGrande Parker reminded the group that PG&E will be hosting a Vendor Workshop at Granzella’s Banquet Room March 27th; this is to be the first in a series of 3 Out Reach Programs.

Adjournment: There being no further business the meeting was adjourned by Chairperson Reynolds. Respectfully submitted by Chairperson Reynolds. Tapes of this meeting are kept at the EDC Office at 2963 Davison Court Colusa California