

**SPECIAL JOINT WORKSHOP OF THE RED BLUFF  
CITY COUNCIL, CORNING CITY COUNCIL,  
TEHAMA CITY COUNCIL, TEHAMA COUNTY  
SCHOOL DISTRICT BOARD MEMBERS AND THE  
TEHAMA COUNTY BOARD OF SUPERVISORS**

**Date of Meeting:** Thursday, April 19, 2010  
**Start of Agenda:** 6:00 p.m.  
**Place of Meeting:** County of Tehama  
Administrative Building  
Board of Supervisors Chambers

**COUNCILMEMBERS PRESENT:**

Jeffery Moyer, Mayor  
Bob Carrel, Mayor Pro Tem  
Forest Flynn  
James Byrne  
Wayne Brown

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## **STAFF PRESENT:**

Martin Nichols, City Manager

Called to Order- by Mayor Robert Mitchell, Tehama City Council at 6:15 p.m. following a short meet and greet with the various representatives from out of town.

## **PLEDGE OF ALLEGIANCE:**

Mayor Robert Mitchell led the Pledge of Allegiance and the assembly joined in.

## **CITIZEN'S COMMENTS:**

None

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## **CURRENT BUSINESS:**

### **COMMUNITY & ECONOMIC DEVELOPMENT – Audrey Taylor, President of Chabin Concepts**

- a) Presentation of the Tehama County Action Roadmap for Economic Growth

Kathy Schmitz, CEO of the Job Training Center, introduced Audrey Taylor, President of Chabin Concepts.

Audrey Taylor, President of Chabin Concepts, provided a presentation on the Tehama County Action Road Map for Economic Growth in Tehama County. Included in this presentation were the recommended development goals, which included:

1. Creating a Tehama County “brand” that differentiates Tehama County from other Northern California locations, particularly the visitor market and sets it apart as a place to visit yet remains true to Tehama’s history and heritage.

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2. Create an integrated and unified Visitor Attraction effort which involves all venues. Take advantage of Tehama's unique location and recreation opportunities to package the county as a destination. Build on enhancing the visitor experience and increasing retail sales tax by revitalizing the downtowns and attract new destination developments.
  
3. Create a strong countywide Economic Development arm supported by both the public and private sector that consists of:

Business Development Team focused on small business incubation, business retention and expansion and green business initiatives, and

Business Attraction Team focused on ensuring the county is "location ready" to compete for new business investment and creating a business case targeted to the specific industries that match Tehama County attributes.

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4. Leverage resources with on-going special projects and partnerships that will create unique opportunities for private sector investment and job creation.

Ms. Taylor concluded her presentation with information on how to achieve these goals and answered questions from those in attendance.

Ms. Schmitz thanked Ms. Taylor for her presentation and provided additional information on what the Job Training Center, as well as Tehama EDC is doing to work toward achieving these goals.

## **DISCUSSION OF SCHEDULE AND SUBJECTS FOR NEXT JOINT MEETING ALL**

### **ADJOURNMENT**

There being no further business the meeting was adjourned at 7:20 p.m.

s/b Jeffery M. Moyer, Mayor

ATTEST:

s/b Cheryl Smith, Deputy City Clerk  
for Jo Anna Lopez, City Clerk

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