



## EL DORADO COUNTY BUSINESS SHOWCASE

& I ♥ Film  
MIXER

September 10  
2021

4:00 – 8:00 p.m.

El Dorado  
County Fair &  
Event Center

The Business Showcase and I ♥ Film Mixer is a unique opportunity to talk one-on-one with more than 80 of the county's best businesses in a fun and relaxed atmosphere. Many of these businesses offer show specials or sales. There will be complimentary food, wine and beer tastings, and free drawings. There is no better place to learn about film making in El Dorado County than the I ♥ Film Mixer. This event attracts film lovers and industry specialists which gives this event a fast paced, high energy feel that you will only find at the El Dorado County Business Showcase. If you are interested in learning about the local film industry, this is a once-a-year event and Admission is Free.

## From seed to sale: A budding new industry for our county

Lee Tannenbaum

Almost 3 years ago the voters of EDC voted in favor of legalizing cannabis in our county. An idea hatched. The idea was the cannabis industry was booming and there was money to be made. We started our search and found a great property to build out our idea.

What we did not know was the amount of time it takes to get a legal cannabis business going. Lots of paperwork, environmental studies, traffic studies, and literally 2 years of working with the county and state to get a license. A huge investment of time and money.

We are hopeful to be the first cultivators to attain our license in EDC.

I know, the thought for most of you reading this will be... Weed, pot, hippies, horrible smell, crime, violence and a whole litany of things we have been taught for most of our lives about the negatives of cannabis.

The purpose of my writing this is not to change how you feel about cannabis, but hopefully to educate you on some of the benefits to our community.

There are many medicinal benefits of cannabis, which can be found in a multitude of articles and scientific studies, so I will not cover this here.

How does cannabis benefit you without smoking or ingesting? Great question!! Our county struggles financially and cannabis is a great way to help this in a variety of ways. How so? Well, cannabis creates jobs. Jobs with benefits, 401Ks, and a healthy enjoyable lifestyle for employees. If we as a county are employed and making good money, then we spend more at local business, which benefits all.

The real payout for the county are a couple of things. The first is the lessening of drug related crime and in particular organized crime. Contrary to some, the only way to get rid of illegal cultivators/crime is to get people licensed. By making cannabis legal and allowing the honest people to earn and pay taxes, this illicit culture will be forced out, just like the ending of alcohol prohibition forced organized crime out.

Taxes: The county can receive a lot of taxes from licensed cultivators. Every square foot of cannabis grown in this county pays the county \$2.00-\$4.00 in taxes. So, an acre pays annual taxes of \$86,000 - \$172,000. This does not include payroll taxes paid by all the newly created jobs.

Cannabis is an agricultural crop. Allowing cannabis to be grown here keeps our counties rural farming character while increasing the county coffers considerably and further improving our lives. Better services, roads, etc.

## The Green Room Social Club



Photo by Tricia V photography

Jennifer Teie cuts the ribbon to celebrate the opening of her new business at 251 Main Street, in downtown Placerville. The GRSC, offers a unique nightlife environment fusing cuisine, mixology, arts and entertainment. Visit [clubgreenroom.com](http://clubgreenroom.com)

## Everybody Talks About California's Housing Crisis, But Nobody Will Solve It

Loren Kaye

President of the California Foundation for Commerce and Education, a think tank affiliated with the California Chamber of Commerce.

There isn't a politician, economist, social justice advocate or journalist who hasn't viewed with alarm the unrelenting climb in housing prices and rents, the dwindling supply of affordable housing, and the promise of homeownership receding out of grasp for young or middle-class residents.

For the past decade, state leaders have rejected any significant actions to increase the affordability or supply of housing yet have allowed new mandates to increase costs.

The consequence has been the construction of a fraction of the new residences California needs to fight poverty and income inequality. And soon it may mean hundreds of thousands of dollars of new fees on new construction throughout the state.

### Reforms Not Taken

As sure as sunrise, elected leaders in Sacramento will turn down time- and money-saving reforms to build new housing, whether for sale, rent, or even subsidized shelter:

- A bill to streamline upzoning of underused or obsolete commercial and retail properties for affordable housing could not get a vote in its first committee.
- A proposal to prevent new local regulations or fees on housing projects if they would have discriminatory impacts on protected classes of Californians was quietly stricken.
- Legislators rejected a requirement that a government agency charging an impact fee demonstrate that the amount of the fee is roughly proportional to the impact of the development.

None of these proposals would have prevented legitimate environmental analysis or litigation over development projects, none would have stopped fees from being assessed for legitimate public services, and none would have interfered with legitimate local government land use authority.

### 'Collateral Damage'

On the other hand, even in the face of the worst housing crisis in a generation, the Legislature and regulators add new restrictions on residential construction, inevitably consigning housing affordability to "collateral damage."

Just this month, legislators are

debating whether to add new, onerous restrictions on housing development in areas near fire-prone wildlands.

### Insidious New Mandate

But the most insidious and potentially most harmful new mandate is the botched implementation of legislation to improve the California Environmental Quality Act (CEQA) analysis of traffic patterns.

In 2013, the Legislature enacted a law to encourage more infill development by directing the Governor's Office of Planning and Research (OPR) to come up with an alternative method to mitigate the inevitable traffic congestion that comes from densifying cities.

The idea was to recognize the benefits of infill projects that allow residents to walk, bike or take shorter car trips for work and daily activities instead of penalizing them for adding more people to urban areas.

The planners chose instead to analyze vehicle miles traveled (VMT). As the law matured, it became clear that rather than having each individual housing project mitigate their vehicle trips through measures like installing bike racks or establishing ride share programs, Californians would be better served by having new housing projects pay a fee and collectively amass funds to upgrade transit, build community-wide bike trails and safer streets, or expand other non-vehicular transportation options in these urban areas already served by transit.

### Analysis Misused

Here's the rub: Even though the new law gave OPR the discretion to limit the new VMT analysis to urban areas, state planners instead chose to apply it everywhere, even in sparse rural and exurban areas where traffic levels could be mitigated easily in the traditional manner.

The result: San Diego County planners have proposed that county supervisors levy VMT fees on new developments that range from \$50,000 to \$900,000 per home. Of course, the upshot of such massive fees is no housing construction at all, which may be the underlying motivation of its proponents in the first place.

To be clear, these new VMT fees are not designed to mitigate air pollution, greenhouse gas emissions, or other typical environmental impacts of automobile travel or new housing. Builders must already address these effects under current CEQA rules.

The focus of the law creating VMT analysis is supposed to be on congestion. But the planners have taken rules designed for urbanized neighborhoods and unnecessarily applied them to outlying development, where congestion is a lower order problem.

The new VMT regulations are a gift to NIMBY activists and no-growth communities. They are a back-door, unlegislated "urban limit line," the Holy Grail for these activists, which will increase the price of homes inside the line, and fence off housing opportunities for even more families seeking a foothold in California.

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Event date, time, cost or locations are subject to change.  
Prior to attending an event please confirm the information.