

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:

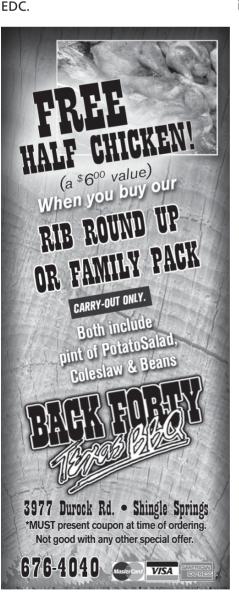
A budding new industry for our county

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

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



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



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

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

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 shel-

• 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

 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 fireprone 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 pat-

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

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 man-

The result: San Diego County planners have proposed that county supervisors levy VMT fees on new developments that ran ge 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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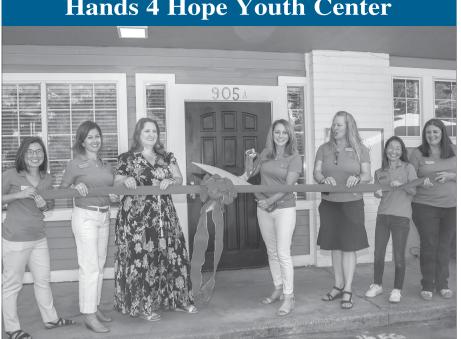


Photo by Tricia V photography

Executive Director, Jennifer Bassett welcomes the community to view the new Hands 4 Hope Youth Center, located at 905-A Spring Street, Placerville. The organization's primary objective is to enable youth to make a difference in their communities and offer meaningful community service projects combined with instruction and reflection, school-based clubs, and diverse leadership opportunities.

Hinge & Stone

Photo by Tricia V photography

The El Dorado Roses added their touch to assist designer Tammi Rollins and her assistant Andrea Gonzalez with the opening of their new space in El Dorado. Hinge and Stone provides interior design services, including remodel, redesign, space planning, lighting design, material selection, furniture, home décor, and accessories.

> 6200 Pleasant Valley Rd. Ste. A, El Dorado. 530-206-6879 • hingeandstone.com

Beyond Email: How Technology Trends Help Newly Remote Work

Senior Technical Editor, CalChamber

have given many thousands of

The COVID-19 pandemic shutdowns

employers — and millions of their employees — a crash course in Zoom, Microsoft Teams and numerous other digital tools that help make remote work more effective. And it will serve these employers well to expand on the knowledge gained, as remote work whether full-time or hybrid (i.e., three days remote and two days in the office) $\stackrel{\cdot}{-}$ is here to stay. In 2019, leading technology research firm Gartner predicted that fewer than one-third of employees would choose to work in a traditional office setting by 2023. Their surveys now show that post-pandemic, 48 percent of workers will work remotely some or all of the time. Savvy employers must adapt to this new reality by adopting tools and processes that maximize their remote workers' production and effectiveness. "We will not return to pre-COVID ways of working," said Gartner Vice President and Analyst Gavin Tay in a press release. "[Chief Information Officers] need to decide what the future digital workplace will look like and ensure that their organization has the technology foundation to support

One "future digital workplace" example includes "digital dexterity," which involves keeping your employees up to speed with rapidly evolving technology. In the past, employees had to adapt from mailing important documents to faxing them. Then they had to adapt to emailing and storing documents on their local computer drive. Now, many employees are quite comfortable emailing and storing documents locally, but advancing technology has largely made it obsolete and nonefficient compared to the potential of communication, composition, file sharing and document collaboration all in one place. Tools like Microsoft Teams and Sharepoint also greatly reduce the chances of losing important company documents, as all company data is stored in the online "cloud." All of this is extremely beneficial to a company, but employers also must be

aware that rapid technological change is very stressful to some employees. Digital dexterity also involves developing training that employees can freely access at any time to make workflow transitions easier. Another example is "hyperautomation," which is a fancy way of saying "automate any process than can be automated." Take rideshare companies like Uber and Lyft, who use technology to route drivers to customers and compile aggregate customer ratings that evaluate employee performance, automatically determining whether the employee deserves reward or, on the other hand, needs improvement. Automating these tasks allows management to focus on higher level responsibilities such as planning projects and cultivating a positive team culture.

"In the future, only two sets of tasks will remain for managers: Strategy setting, which requires creativity; and advanced team management, which requires social skills," Tay said. Another more controversial implementation of hyperautomation is using artificial intelligence (AI) as a tool in the recruitment process. British multinational corporation Unilever uses AI to measure the facial expressions, body language and word choice of entry level candidates. The AI then checks the candidates responses to traits that predict if that individual has a high chance of job success. It may sound like a science fiction movie — and 60 percent of the UK public disapproves of these types of methods in employment recruitment and law enforcement but Unilever claims to have saved 100,000 work hours and hundreds of thousands of dollars every year. Other companies that use similar systems include Intel, Singapore Airlines and

Obviously, the degree to which a company adopts these practices will vary on many factors, including company size, IT resources and the company mission. But with the current trend toward remote work, a solid understanding of how technology can improve workflow is more important than ever.

AUGUST CALENDAR OF EVENTS

Gold Bug Park & Mine

Daily 10 a.m. - 4 p.m. Mine tour: Adults \$10, Children 6-17 \$6, 5 and under are free!

Haunted Hangtown Ghost Tours

Weekly on Sat-Sun. Tour Times: 7:30 until 10:30. Price \$35 person. Private Groups available. Phone or text: 925-642-6471. Email: hangtownghosttours@gmail.com

Smith Flat House "Pickin on the Patio"

Thursday night's music in the courtyard from 6 – 8 p.m.!! Come join us on our patio! Dinner reservations highly recommended. www.smithflathouse.com/events..

Friday Nights in the Vineyards

5:00 -9:30 p.m. Music & Rudy's on the Roll Food Truck. Please make your reservation in advance. We offer "day of" and immediate reservations. Advance reservations will be given priority. 530-885-9463 or email hart2hartvineyardsca@gmail.com

Friday Night Special Wine, Pizza & Yard Games

4 – 7 p.m. Choose between a bottle of Elevation 2800 or 2019 Sauvignon Blanc and a Pizza for \$20. Yard Games are on a first come first serve basis. We have Horse Shoe Pits, Corn Hole, Jenga and more!! Or if you want to just relax, enjoy our Beautiful Views with a bottle of Wine & Pizza. No outside food or alcohol allowed. All social distancing and COVID protocols strictly adhere. Reservations, 530-622-7221, www.sierravistawinery.com

Wine, Pizza & Yard Games 4 – 7 p.m. Choose between a bottle of Elevation 2800 or 2019

Sauvignon Blanc and a Pizza for \$20. Yard Games are on a first come first serve basis. We have Horse Shoe Pits, Corn Hole, Jenga and more!! Or if you want to just relax, enjoy our Beautiful Views with a bottle of Wine & Pizza. No outside food or alcohol allowed. All social distancing and COVID protocols strictly adhered to. Reservations, 530-622-7221, www.sierravistawinery.com

Farmers Markets

Wednesday, 4 p.m. to dusk., Historic Main Street Belltower, Wednesday, 8 a.m. - noon, Burke Junction, Cameron Park

Saturday, 8 a.m. – noon, 345 Placerville Dr, Placerville Sunday, 8 a.m. - noon, EDH Town Center Sunday, 9 a.m. - 1 p.m., 3045 Sacramento St., Placerville

Happy Hour at Sierra Vista Thursdays, 5 – 7 p.m. Any Glass of Wine on our Tasting Menu. \$5

Wine Club, \$7 General Public. No outside food or alcohol allowed. Reservations: 530-622-7221 or www.sierravistawinery.com

Enchanted Evenings Weekly on Friday, 5:30 - 8:30 p.m. Enchanted Evening surrounded by the majestic trees, historic grounds, and vineyards of Boeger

Winery. \$20 per reservation covers everyone in your group, up to six people. www.cellarpass.com/events/enchanted-evening--june-4th-7516

Placerville Speedway www.placervillespeedway.com/schedule

Friday Night Pizza Nights

5:30 - 8:00 p.m. Cover \$10/pp, \$5 club member. Pizza & beverages available for purchase. 8/06 Uncommon Ground, 8/13 Jazz Gitan, 8/27 Jessica Malone. https://www.bumgarnerwinery.com/Visit-Us/

Folk on the Farm - Delfino Farms

Saturdays 6 – 10 p.m. Live music and food. Everyone will be seated at their individual group table to enjoy live music, the beautiful farm atmosphere, and delicious wine and food. Ages 21 and over. https://www.cellarpass.com/events/folk-on-the-farm---charley-crock-

Food, Wine & Live Music at Sierra Vista Winery

Saturdays 10 a.m. – 8 p.m. Wine by the glass or bottle. \$5Club/\$10 General Public. No outside food or alcohol allowed. 530-622-7221, www.sierravistawinery.com

Live on the Boulevard - El Dorado Hills Thursdays, Set Up Begins at 5:30! Our businesses still need your

help- so please leave your coolers with food and drinks at home. The businesses are ready to serve you! Please be respectful and kind, as everyone is in a different place as we venture back into the world. We are so looking forward to having you in Town Center again! edhtowncenter.com/upcoming-events/2020-live-on-

Aug 1, 21, 28, Jam Making Class 9 a.m. – 2 p.m. Harris Family Farm. This class is the whole experi-

ence from picking berries to the end product. Start the class with a cup of coffee and our famous mini donuts served warm, then out to pick berries. With berries in bucket, head to the kitchen to begin the process of jam making. Lunch is provided and you'll take home three jars of jam. Tickets here: https://harrisfamilyfarm.ticketspice. com/marion-berry-jam-making-class. Aug 6, 20 Cielo Estate Winery – Summer Concert

Series 6 – 9 p.m. (530) 672-8575, www.cieloestate.com/upcom-

ing-events

Aug 07 20 Mile Taste - Farm to Table Fundraising

4 - 7 p.m. Join El Dorado County Ag in the Classroom at Rainbow Orchards. Meal prepared by John Sanders of Old Town Grill. agintheclass-edc.org/events/

Aug 07 Lava Cap Rock Summer Music Series 5 – 8 p.m., featuring Bongo Furies. Tickets are free for Wine Club members (up to 4), and \$10 for the general public. Picnics are

encouraged. Come grab a bottle of your favorite wine and watch the sunset from our patio and lawn! https://www.lavacap.com/

events/index.php?id=88 Aug 08 Soulfull Sunday - The Gold Souls

2 – 4 p.m. Live Music, Wine, and Food make for a perfect SoulFull Sunday. www.fieldnumberfifteen.com/

12 - 1 p.m. Join us as we train for the California International

Aug 10 Gold Country Run + Sport

this is your first time running a full marathon or you are looking to set a PR, let our experienced and energetic team of coaches guide you to the finish line! Limited to 35 Participants. www.facebook. com/GoldCountryRunandSport/

Marathon & additional marathons to be held in Fall 2021. Whether

Aug 11 Valhalla Tahoe - Grateful Bluegrass Boys 4:30 - 5:30 p.m. Grateful Bluegrass Boys are an acoustic string

band from the Santa Cruz/SF Bay Area. valhallatahoe.showare.com

Aug 14 Summer Veraison Sip and Stroll

Vodaphone.

10 a.m. – 7 p.m. Wine tasting through the Vineyard with food pairings at 4 different stations in the Vineyards. \$20 Club/\$25 Non. RSVP. 530-622-7221. www.sierravistawinery.com

Aug 14 Active 20-30 Club Gold Rush #1034 Ninja Warrior

11 a.m. - 3 p.m. El Dorado County Fair Grounds. There will be shaved ice and the Holy Grail food truck! Two courses for all ages of children to participate! Learn more at goldrush1034.org

Aug 20 - 21 **Motherlode Beer & Music Festival** 5 – 10 p.m. El Dorado County Fairgrounds, Placerville. motherlodebrewfest.com

Aug 21 Boots and Bling

Hosted by All About Equine Animal Rescue. An evening to learn about our horses, hear from our volunteers, and make a difference! www.allaboutequine.org/boots-and-bling.html

Aug 21 Endless Summer Nights - Concert at the Farm 5:30 - 8:30 p.m. Enjoy a warm evening in the Keyaki Garden at

Wakamatsu Farm and hear your favorite classic rock, blues, jazz, and country tunes! Still Rock'n & Friends is your local "Feel Good Music" Band. www.arconservancy.org/event/endless-summernights-concert-at-the-farm-2

Aug 22 Wine + Yoga = Woga! 8:30 - 9:45 a.m. Experience basking in the sun as you listen to birds chirp while perfecting your down dog. Slow-flowing vinyasa style and fun for all levels. Enjoy a complimentary glass of wine afterward! Space is limited and fees are nonrefundable. Please bring your own mat and arrive 15 minutes early to check-in. \$20

for club members/\$25 non. www.boegerwinery.com/events. Aug 27 Friday Family Wine Down 5 – 9 p.m. DJ Grant is back! Music & Dancing! \$10/person, \$5

Wine Club Members, \$5/kids under 18. Food trucks will be available from 5 - 8 pm, live music from 6 - 9 p m. No outside food or alcohol, please. Tickets sold at the gate/tasting room as you arrive, until we reach capacity. Hart2Hart Vineyards, 5821 CA-49, Pilot

Hill. hart2hartvineyardsca@gmail.com.

Aug 27-28 Dry Diggings Festival Music, camping, and beer festival at the El Dorado Fairgrounds. www.universe.com/events/dry-diggings-festival-2021-tickets

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