

BOS Meeting, February 6, 2024

Plumas County Business & Economic Development

- The bill that would provide tax relief to wildfire disaster survivors receiving settlements passed the House of Representatives last Wednesday evening with a vote of 357 to 70. It still needs to pass the Senate. If this bill passes it'll mean in the tens of thousands of dollars for wildfire impacted people and good things for our economy. Many thanks to Supervisor Goss for going to WDC several times to stand up for our rural communities, and especially our wildfire survivors.
- Plumas Bank is very excited to announce that a secure, state-of-the-art, drive-up bank ATM is now available and ready to serve the Greenville/Indian Valley community and surrounding area. There will be a teller available on Wednesdays or by appointment.
- Yesterday, CAO Ms. Lucero was gracious to give her time to listen to the many grievances that lodging operators have with the insufficient language and or enforcement on our TOT Ordinance. Some of the main sticking points are ensuring that vacation rentals pay TOTs, enforcement of non-compliance with stiff penalties, and capacity to enforce non-compliance. The group of about 8 attendees representing Chambers, the FRTA, and lodging operators may have more input, but all felt it was a productive meeting. Thank you, Mr. Chairman, for entertaining a motion to update our TOT Ordinance and to have stakeholders be part of the solution.
- Yesterday, the Core Economic Committee of the RSF, met to discuss and formulate an RFP for a consultant to administer the CDBG Greenville Economic Development grant. Guidelines will have to be created before the grant can be marketed to potential grant applicants. This grant will make available approximately \$542,000 in the hands of eligible businesses to spend on equipment and supplies.
- Tomorrow, the Chamber Coalition of Plumas and Sierra Counties are meeting to discuss mutual economic development challenges and potential solutions.
- I have distributed flyers for a housing program in Paradise that is attracting many young families. While most starter homes in this program are modular, stick-build homes for new, young starter families could also be built. This program has resulted in Paradise being the fastest growing town in Paradise, and many of the people moving to Paradise are new, young families. This program demonstrates the power of INVESTMENTS in growing homes and businesses. Those young families will be the future of Paradise, as they will have an economic impact for generations. The same could hold true for Greenville, so please consider the program more than the houses pictured.
- We have to face several realities in Greenville:
 - We lost approximately 350 homes in the Dixie Fire.
 - The town lost about 800 people.

- Greenville was in a deterioration mode before the fire, and we need to find ways to make it sustainable.
- By the end of 2024, we may have built or placed between 50 – 70 homes, a far cry from the 350 we lost. Contractors feel this number of 50 – 70 homes may be a peak, as there are few homes scheduled to be built next year. PG&E Settlements may affect that number, however.
- I feel Greenville needs at least 150 to 250 new homes to be built to gain critical mass and to be a viable town again. It may take aggressive programs like this and other investments to grow Greenville.
- If we don't build 150 – 250 homes in the next 5 years, Greenville may not get the critical mass it needs to attract more employers and businesses if it will ever be a place of opportunity.
- We need owner-occupied Home Rehabilitation programs to enhance the quality of life for homeowners and to increase their market value and attraction.
- I believe everything we do should be to grow the community; if we do, lots of our problems will be solved. Investments in housing, infrastructure, and economic development are the three-legged stool we need to base our recovery foundation on.

Thank you for your time.

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