



September 15, 2017

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Jeri-Co Garage Door / Solar
City

Chief Executive Officer
Melissa Fulton

Jeff Smith, Chair
Board of Supervisors, County of Lake
255 North Forbes Street
Lakeport, CA 95453

Dear Chairperson Smith,

The Lake County Chamber of Commerce seeks to ensure the advancement of the community (County of Lake, Clearlake and Lakeport) via a pro-business climate, promoting the community, representing the voice of the business community. Our goal is to further business and commercial interests. This goal is especially important if the government, regulations or laws threaten to impede the community's business interests. A healthy business community equates to a healthy community for all residents.

The Chamber and its members do feel that Lake County is a special place. Here, we treasure family values and a strong sense of community while striving to be good stewards of the land. Lake County's future will be vibrant by creating a community where all members are connected to those around them and by realizing that their success and well being are dependent on the success of all others. Here, we actively protect and enhance our natural beauty, resources, and environment.

The Chambers' vision is to champion free enterprise, a healthy business environment and economic prosperity for all of Lake County citizens. The Chamber is a business organization that works with the County of Lake to improve the business climate for all sizes of business from a multi-industry perspective. This includes chain and box stores, corporations large and small plus sole proprietors. What we accomplish will be and is good for all businesses, and that's good for the Lake County economy.

Most Lake county residents want and deserve a broad array of choices, so they can identify those that best fit their own individual or family needs. These choices expand when we allow free enterprise to foster and not smother it with a negative business climate ideology.

Throughout the year, the chamber will monitor new business investments projects, review government policies and regulations to protect and enhance the ability of businesses to operate successfully in Lake County. In short, our goal is always to be the long-term custodian of Lake County business climate. Members will meet face-to-face with county policymakers and government officials to inform and educate them about the importance of supporting business.

Food for Thought:

For Centuries, the USA has thrived on a Free Enterprise system that has brought unmatched wealth and prosperity. To preserve our successful path, tomorrow's business leaders must understand and promote Free Market ideals regardless of background or

political affiliation. As business leaders we must inspire and educate children, young adults and the general public to learn, understand and appreciate the principles of free enterprise and entrepreneurship, in order for them to influence the future concerning free market economics, limited government, individual self-reliance, and preservation of the entrepreneurial spirit.

The economy of the United States derives its character and strength from the free market ideals upon which the nation was founded. As a result, mainly young adults will develop an economic way of thinking which will serve them well throughout their lives, regardless of the career path they choose for themselves. The practical ways these individuals will personally benefit immediately: an understanding of the free market will enhance their leadership skills, thereby contributing to the betterment of the region's business climate and quality of life tomorrow.

The Chamber hopes that all business groups throughout our county will join us in supporting these principles and ideals.

The Chamber is sorry but we feel that it is not the fees that have prevented business development in this county, but rather it is the process that a business has to go through that has created a negative business climate. This requires that we be **brutally honest in our appraisal** of our county general plan and each of the area plans. We feel that these plans have contributed too, to the process that a business has to go through working with each of the departments that have to implement these plans that have created a negative business climate.

In business there is a saying "Eliminate Exit Barriers". Everyone is aware of R.O.I. (Return on Investment), but what about C.O.I.? This means COST OF INACTION. What is the cost of delayed results from not taking actions to improve or approve? If a project is submitted and deemed 'complete' by the Community Development Department, why is the developer then inundated with pages of requests/requirements that negate the 'complete' designation they were previously given? The attitude of the CDD and all departments needs to be 'how can we help and make this work'?

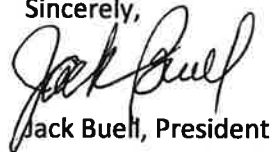
The time has come, as stated earlier, to conduct a brutally honest appraisal of the current plans that guide this county's economic growth or lack thereof. The effect of these plans has been to reduce County revenues which is reflective not just to services provided to the community but in not keeping many of the experienced individuals in the department. It should be noted that the County of Lake is not the only county that is experiencing this type of attrition due to budget constraints. The Chamber contends that it is within the power of the County to change this direction, sooner than later.

At this point, the Chamber wants the Board to know of the concerns we have for the process that the **Maha Development project of the Guenoc Valley** and others that would benefit the County appear to have to go through. We cannot stress enough the support we have for these projects and the importance of moving them through the process in an expedient manner. We also have concerns over the time it is taking to rebuild **Harbin Hot Springs** and the lack of agreement between the County and the City of Lakeport over the water and sewer of South Main Street area.

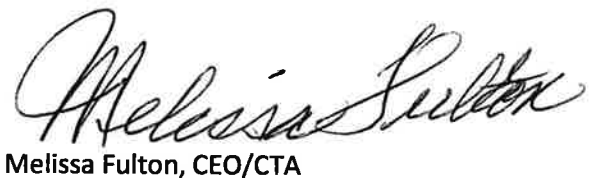
The Chamber has concerns over the handling of other business development projects throughout our county. Expedient feedback to those paying permit fees on the status of their applications appears to be an issue. Many times the applicant does not hear back in a timely manner on their project status unless they call the department which is a concern. Anyone has the right to come into our county to purchase or lease a property and set up a business that meets the zoning for the property. The current message to the outside world (ie: potential developers) is that Lake County is not business friendly so stay away.

In closing, the Chamber would like to provide food for thought, business and economics principles within a context of individual liberty. Our communities understand that free societies are characterized by voluntary exchange, and that a way to measure success in such a system is through profits. Those who offer goods and services in the marketplace that are valued by their customers are rewarded with the customer's business. However, success in a free market goes far beyond the dollars. It is measured in the quality of life people enjoy.

Sincerely,



Jack Buell, President



Melissa Fulton, CEO/CTA

Lake County Chamber of Commerce

CC Robert Masserelli, Director, Community Development Department
City of Clearlake, City Council
City of Lakeport, City Council
Lake County Economic Development Group
Lake County Chamber Board of Directors
Lake County Farm Bureau
Lake County Winery Association
Lake County Winegrape Growers
Clear Lake Chamber of Commerce
Clearlake Oaks/Glenhaven Business Association
Kelseyville Business Association
Lakeport Main Street Association
Lower Lake Community Action Group
Middletown Area Merchants Association
North Shore Business Association
Upper Lake Community Council

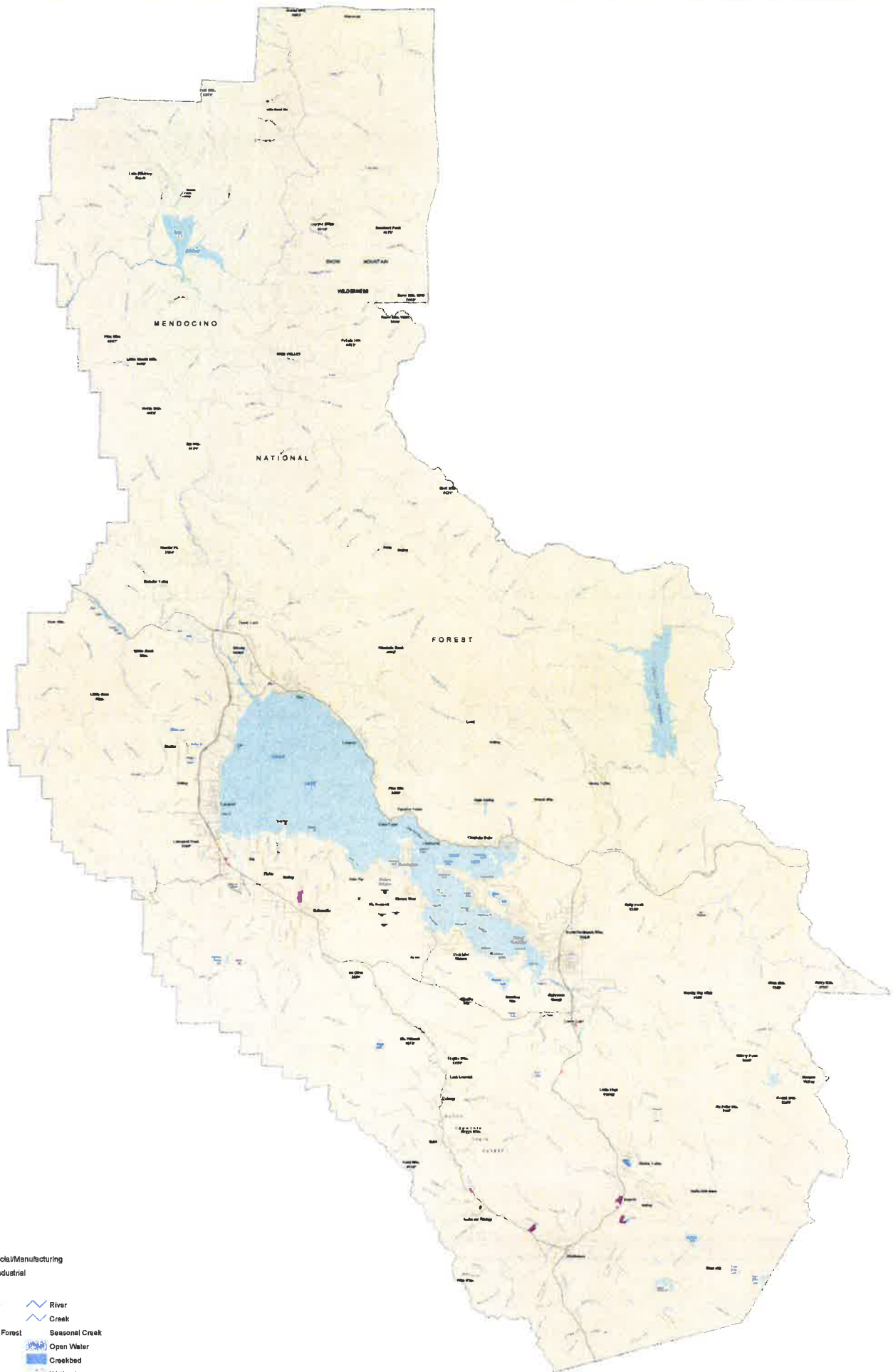
Attachments:

Maps: Commercial and Industrial Zoning Districts

'C2' Community Commercial Zoning

'C3' Service Commercial Zoning

NOTE: What disturbs the reader (you) about these given the scope of the zoning districts?

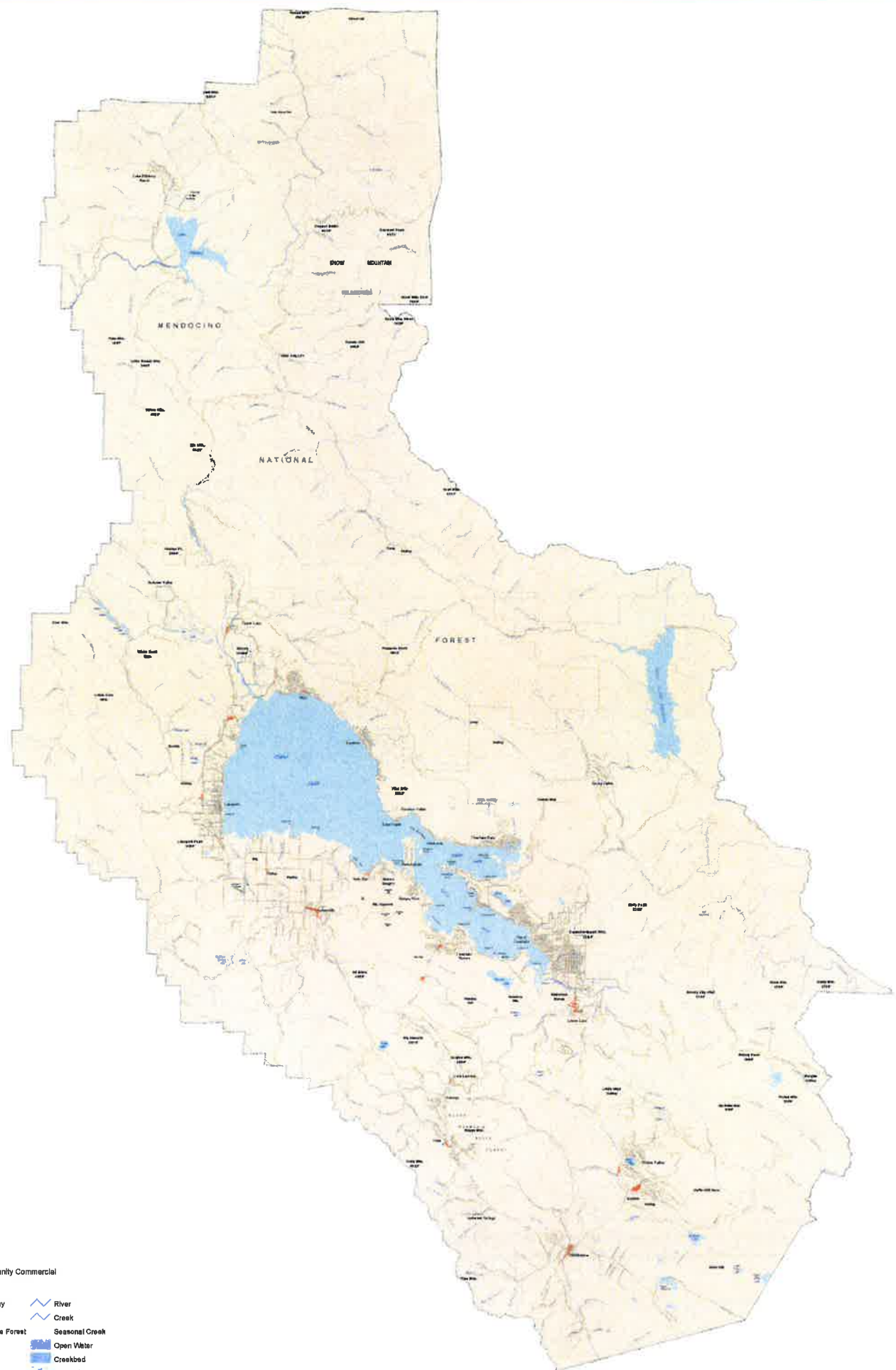


Legend

- M1 - Commercial/Manufacturing
- M2 - Heavy Industrial

Other Features

- State Highway
- Road
- National/State Forest
- Seasonal Creek
- Alirship
- Open Water
- City
- County
- Creekbed
- Wetlands
- River
- Creek



Legend

■ C2 - Community Commercial

Other Features

- | | |
|-----------------------|----------------|
| State Highway | River |
| Road | Creek |
| National/State Forest | Seasonal Creek |
| Airport | Open Water |
| City | Creekbed |
| County | Wetlands |

