



**PLACER CONSERVATION AUTHORITY  
ADVISORY COMMITTEE  
AGENDA**

**Wednesday, March 4, 2026  
11:00 AM**

**Location**

Placer County Community Development Resource Center  
3091 County Center Drive, Auburn, CA  
Cypress Conference Room

**Placer Conservation Authority Advisory Committee Members**

**Private Project Proponents for Covered Activities**

Kate Hart  
Marcus Lo Duca  
Kris Steward

**Conservation Advocates**

Jeanne Wilson  
James Haufler  
Casey Mills (Vice Chair)

**Private Landowners**

Rich Ferreira  
Jeffrey Small  
Kirk Uhler

**Plan Area Residents**

Amber Beckler (Granite Bay) (Chair)  
Dennis Grossman (Auburn Foothills)  
Steve Hubbard (Lincoln)

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Any document submitted for the Advisory Committee's consideration may be submitted in advance to the PCA Clerk, c/o Community Development Resource Agency, 3091 County Center Drive, Auburn, CA 95603 or via email to [PCCP@placer.ca.gov](mailto:PCCP@placer.ca.gov) no later than 5:00 PM the day before the scheduled meeting.

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1. **Call to Order** (PCA Advisory Committee Chair)
2. **Roll Call** (Clerk)
3. **Approval of Minutes** from meeting on December 10, 2025 ([Page 3](#))
4. **Committee Comments/Updates**
5. **Information Items**
  - A. PCCP Update – 30 minutes (Sadie Caldas, Jeremy Sutter, Tyler Rose) ([Page 5](#))  
*Implementation and activities overview*

B. Cottonwood Dam – 20 minutes (Ad Hoc Meeting Members)  
*Discussion regarding Cottonwood Dam*

C. Advisory Committee Participation – 10 minutes (Chair)  
*Discussion regarding participation of Advisory Committee Members*

D. Meeting dates remaining in 2026: June 3, September 2, and December 2

6. **Public Comment - Opportunity for Public to Address the Advisory Committee**

Persons may address the PCA Advisory Committee on items not on this agenda. Comments are limited to three (3) minutes per person. The Advisory Committee is not permitted to take any action on items addressed under Public Comment.

7. **Adjournment**



**PLACER CONSERVATION AUTHORITY  
ADVISORY COMMITTEE  
SPECIAL MEETING MINUTES**

Wednesday, December 10, 2025  
11:00 AM

**Location**

Placer County Community Development Resource Center  
3091 County Center Drive, Auburn, CA  
**Linden Conference Room (2<sup>nd</sup> Floor)**

**Placer Conservation Authority Advisory Committee Members**

**Private Project Proponents for Covered Activities**

Kate Hart (Chair)  
Marcus Lo Duca  
Kris Steward

**Conservation Advocates**

Jeanne Wilson  
James Haufler  
Casey Mills

**Private Landowners**

Rich Ferreira  
Jeffrey Small  
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1. **Call to Order** (PCA Advisory Committee Chair)

A. The meeting was called to order at 11:02 AM.

2. **Roll Call** (Clerk)

Committee Members in attendance: Amber Beckler, Dennis Grossman, Kate Hart, James Haufler, Steve Hubbard, Marcus Lo Duca, Casey Mills, Jeffrey Small, Kris Steward  
Committee Members absent: Rich Ferreira, Kirk Uhler, Jeanne Wilson

3. **Approved the Minutes from meetings on May 7, 2025, and November 7, 2025**

No public comment

**MOTION** to approve the May 7, 2025 minutes: Lo Duca/Haufler – 7:0:2

**AYES:** Dennis Grossman, James Haufler, Steve Hubbard, Marcus Lo Duca, Casey Mills, Jeffrey Small, Kris Steward

**NOES:** None

**ABSTENTIONS:** Amber Beckler, Kate Hart

**MOTION to approve the November 7, 2025 minutes:** Beckler/Hubbard – 7:0:2

**AYES:** Amber Beckler, Dennis Grossman, James Haufler, Steve Hubbard, Casey Mills, Jeffrey Small, Kris Steward

**NOES:** None

**ABSTENTIONS:** Kate Hart, Marcus Lo Duca

4. **Committee Comments/Updates**

No Committee reports were received.

5. **Action Items**

A. Nominated and elected a Placer Conservation Authority Advisory Committee Chair – 5 minutes (Chair)

**MOTION** to approve Amber Beckler as Chair: Hart/Lo Duca – 9:0:0

**AYES:** Amber Beckler, Dennis Grossman, Kate Hart, James Haufler, Steve Hubbard, Marcus Lo Duca, Casey Mills, Jeffrey Small, Kris Steward

**NOES:** None

B. Nominated and elected a Placer Conservation Authority Advisory Committee Vice Chair – 5 minutes (Chair)

**MOTION** to approve Casey Mills as Vice Chair: Hart/Lo Duca – 9:0:0

**AYES:** Amber Beckler, Dennis Grossman, Kate Hart, James Haufler, Steve Hubbard, Marcus Lo Duca, Casey Mills, Jeffrey Small, Kris Steward

**NOES:** None

6. **Information Items**

A. PCCP Update – 30 minutes (Theresa Johnson, Jeremy Sutter, Sadie Caldas)  
*Implementation and Activities Overview*

1. A presentation was received.

a. Discussion noted that an ad hoc meeting will be held to discuss Cottonwood with a report to be received at the Advisory Committees next meeting.

No public comment.

B. PCCP Plan Amendment – 20 minutes (Gregg McKenzie)  
*Discussed potential plan amendments*

1. A presentation was received.

No public comment.

C. Meeting dates in 2026: March 4, June 3, September 2, and December 2

No public comment.

7. **Public Comment - Opportunity for Public to Address the Advisory Committee**

The opportunity to comment on matters not included on the current agenda was provided.

No public comment.

8. **Adjournment**

The meeting was adjourned at 12:45 PM.



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## PCCP Updates to PCA Advisory Committee – March 4, 2026

### 1. Program Implementation

#### a. PCA Consultation and Permittees

i. PCA staff continue to have regularly scheduled meetings with Planning Division staff from Placer County and the City of Lincoln to discuss private development projects and program implementation. Placer County staff are fully processing PCCP applications for development projects. PCA staff are assisting the City of Lincoln with processing PCCP applications for development projects.

#### b. Project Tracking

i. PCA staff are beginning to pilot a new program for tracking PCCP covered projects and impacts. Projects are currently being tracked in a database, and the new pilot program tracks projects using GIS files. The goal is to have more efficient and reliable data for tracking and annual reporting.

#### c. PCCP Nexus Study

i. The 5-year Nexus-based assessment is currently underway. PCA staff are working with the consultant to review and provide additional data needed for the Nexus study.

### 2. Land Acquisitions – The PCCP Reserve System currently has approximately 9,503 acres, which is 20% of the Reserve System goal to conserve 47,300 acres.

#### a. Creekview Ranch Preserve – Approximately 27-acre open space in the northern portion of the Creekview subdivision along the Dry Creek Corridor.

i. The preserve was part of a land-in-lieu of fee dedication with Taylor Morrison to offset a small portion of the land conversion fees for the Creekview Subdivision. The PCA recorded a conservation easement on the property on February 23, 2026.

ii. As part of the conditions of approval for the subdivision, Placer County will own fee title to the Creekview Ranch Preserve and provide general management of the property.

#### b. Redwing Preserve and Mourier West Preserve - Redwing Preserve (990 acres) is just east of Sheridan, south of Riosa Road; Mourier West Preserve (264 acres) is west of the City of Roseville, just south of Sunset West Boulevard.

i. Both properties were purchased with State and Federal grant money, with contributions from Placer County's Placer Legacy program, and are currently owned in fee title by the PCA.

ii. The PCA is preparing conservation easements for both properties with Placer County as the oversight easement holder with the PCA retaining all management responsibilities, including reporting.

#### c. Foothills Acquisitions

i. The PCA is exploring the potential acquisitions of several different properties in the foothills, totaling approximately 1,200 acres.

ii. PCA staff are looking into multiple different funding sources for the acquisitions including PCCP foothill fees, woodland fees, and Placer Legacy.

### 3. Reserve System Management

- a. Raccoon Creek Ranch (former Teichert Property) – Approximately 4,245 acres north of Lincoln.
  - i. The PCA Board approved a [Restoration Services Agreement](#) with EIP to prepare management plans and perform restoration work on the property.
  - ii. Conceptual Designs are in progress, and the majority of infrastructure improvements have been completed.
  - iii. Access was provided to Audubon volunteers for the 2025 Christmas Bird Count on December 30, 2025.
- b. Vista Ranch Management Plan – Approximately 279 acres along Camp Far West Reservoir in the PCCP Reserve System.
  - i. PCA staff are finalizing a management plan for the property.
  - ii. Advisory Committee members provided comments regarding tree removal, impeding the flow of water, public access from the reservoir, mining, and signage.

### 4. Outreach

- a. Alpenglow Communications Outreach Contract/Activities – At the February 11, 2026, PCA Board meeting, Meghan Snow from Alpenglow Communications presented the attached PowerPoint presentation on the contracted outreach activities. The contract includes increasing social media engagement, updates to the PCCP website, and storytelling articles.
- b. Clemetson Preserve – On January 9, 2026, a [press release](#) was issued for the acquisition of the Clemetson Preserve.
- c. ADA Requirements – Local agencies have an April 24, 2026, deadline to meet American Disability Act (ADA) requirements for web content. PCA staff are working with the County to meet requirements on the PCCP webpage, and are working on an agreement with a consultant to meet requirements on a new external PCCP website.
- d. Social Media – The PCCP has a [Facebook page](#), [LinkedIn page](#), and can be followed on Instagram at [@placercountyconservation](#).
- e. North State BIA Meetings – PCA staff continue to regularly attend the North State Building Industry Association meetings to give PCCP updates.
- f. FY 2024-25 Audit – In February, the PCA distributed the Fiscal Year 2024-25 PCA audit results, audited financial statements, and single federal audit to the Advisory Committee. The [audit](#) was also accepted by the PCA Board on February 11, 2026. If you have any questions or feedback, please contact PCA staff.
- g. Upcoming Event – PCA staff applied to have a booth at the 2026 Sierra College Earth Day Festival on April 23, 2026.

Attachment A: Alpenglow Communications PowerPoint



## Communications and Outreach Update

Placer County Conservation Program  
February 11, 2026



## Goals and Strategies

- **Goal 1: Increase awareness of the PCCP and its value among city and county residents**
  - Create public-friendly messaging and content
  - Place the content in communication channels the public use
- **Goal 2: Position PCA/PCCP as a leader in balanced development**
  - Share milestone, evergreen and success stories



## Understanding Our Audience

### Average Western Placer County Resident

- 39 years old
- 50% male, 50% female
- College educated
- Lives in a single-family home
- White collar job
- Chief concerns
  - Housing affordability and availability
  - Transportation and connectivity
  - Health and wellbeing
  - Environmental and disaster risk
  - Growth, land use changes and infrastructure strain

## Elements of Good Messages

1

### Authentic

- Accurate to who you are.
- Sounds credible.

2

### Relevant

- Addresses the current landscape (political, economic, etc.).
- Motivates people.

3

### Connecting

- Reflects the audience's interests.
- Speaks to them.

## Core Message & Communication Pillars

Western Placer County is known for its natural beauty, productive farms and ranches, and a high quality of life, which has resulted in rapidly growing communities. The Placer County Conservation Program provides a 50-year roadmap that balances community growth with the conservation of wildlife habitat, rivers and streams, and working lands. With the PCCP in place, future generations will continue to benefit from Placer County's rich legacy – beautiful open spaces, locally-grown food and a thriving economy.

Balanced, Trusted,  
Local and Strategic

Efficient and Economical

Supporting Clean Air,  
Land and Water for  
Future Generations

## Reaching our Audience

1

Increase Social Media  
Engagement

2

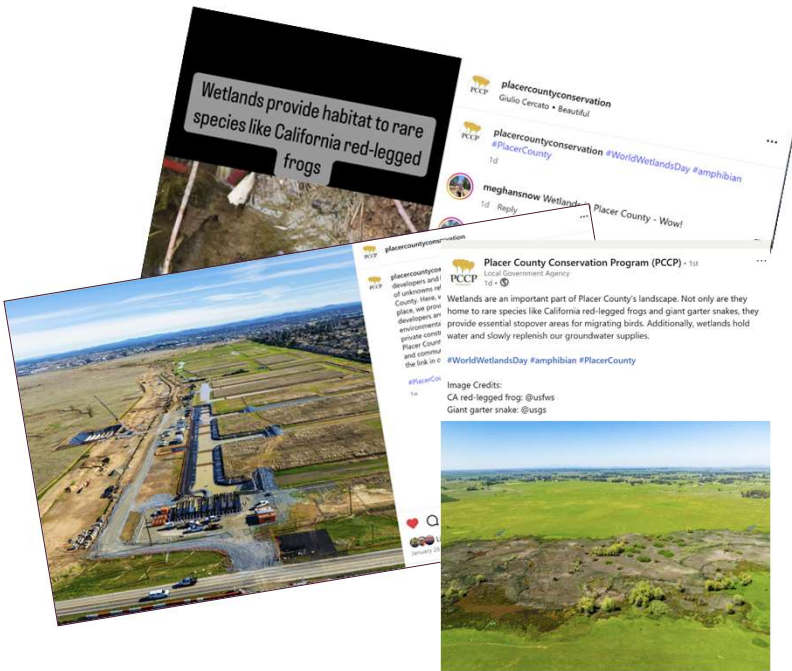
Update Website for Discoverability  
and Connection

3

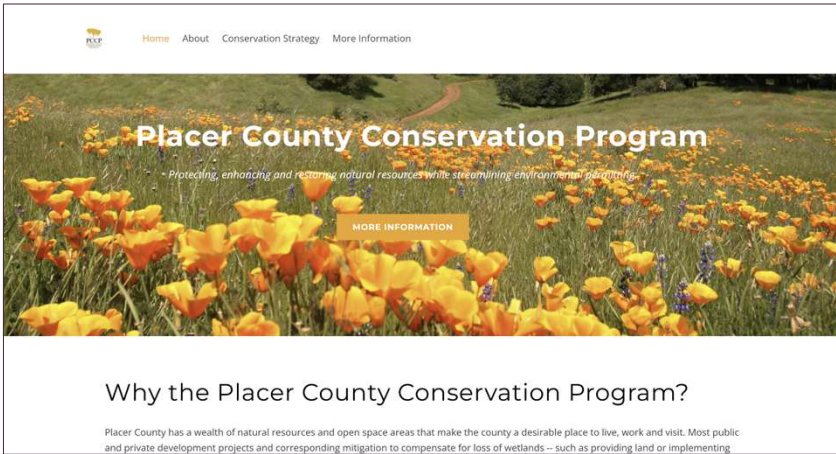
Storytelling (*In Progress*)



# Increase Social Media Engagement



# Update the Website



# Storytelling

Balanced, Trusted,  
Local and Strategic

Efficient and Economical

Supporting Clean Air,  
Land and Water for  
Future Generations

Thank you!

**Meghan Snow**  
Owner, Alpenglow Communications  
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