ECONOMIC DEVELOPMENT ADVISORY COMMITTEE City of Merced

MINUTES

MERCED CIVIC CENTER

3RD FLOOR CONFERENCE ROOM

678 W 18TH STREET

MERCED, CALIFORNIA

TUESDAY March 27, 2012

A. CALL TO ORDER

The meeting was called to order by Committee Chair Paul Lundberg at 7:05 A.M.

B. ROLL CALL

Members Present: Doug Fluetsch

Forrest Hansen
Christie Hendricks
Ron Lawrence
Ashley Leffard
Paul Lundberg
Jeff Pennington
Steve Roussos
Janet Young

Members Absent: Vanessa Lara (excused)

Others Present: Tony Dossetti, Council Member

Staff Present: John Bramble, City Manager

Frank Quintero, Director of Economic Development

Karen Baker, Development Associate Maria Mendoza, Development Associate

Mark Hamilton, Planner

C. ADDITIONS/DELETIONS TO THE AGENDA

Director of Economic Development Frank QUINTERO stated that Agenda Item G.3 was not ready for presentation and would be scheduled for a future EDAC meeting.

D. ORAL COMMUNICATIONS

None

E. CONSENT CALENDAR

M/S YOUNG/LAWRENCE to approve the EDAC minutes of February 8, 2012.

The motion passed by unanimous voice vote of the members present.

F. DIRECTOR'S REPORT

Director of Economic Development Frank QUINTERO reported that in partnership with Team California, the City of Merced co-hosted the first ever Meet the Consultants forum. The event took place on February 27-28th in Sacramento and consisted of an intense, one day training with site location consultants. Many Economic Development professionals and utility companies were amongst the list of attendees. City of Merced personnel attending the workshop included representatives from Development Services, Economic Development, City Manager's Office, Fire, and Councilmember Tony Dossetti. The forum allowed Economic Development staff to share with the consultants the benefits of doing business with and in Merced.

Mr. QUINTERO stated that Economic Development staff attended the annual International Council of Shopping Center Idea Exchange in Monterey which focuses on commercial and retail. The Idea Exchange brings out a mix of retailers, brokers and cities. Throughout the years, the City of Merced has established strong working relationships with various brokerage firms. Economic Development staff noticed a difference this year in terms of booth activity. More Idea Exchange participants were approaching the City of Merced booth with questions about doing business in the City of Merced and other areas such as area demographics and UC Merced. The City worked with leasing agents and retailers representing over 10 projects.

Mr. QUINTERO shared a short video created by local business, Youbiquicast. The video delivered a simple clear message that focused on the community benefits of spending money locally and job growth. Mr. QUINTERO informed the Committee that Economic Development staff has been working on an Economic Development website geared toward attracting business and industry. Mr. Quintero shared the website with the Committee and asked them to look it over for any mistakes before the formal roll out.

G. ACTION/INFORMATION ITEMS

G.1 Election of Chair and Vice-Chair

- A) M/S LAWRENCE/HANSEN to elect Paul Lundberg as Chair of the Economic Development Advisory Committee.
- B) M/S LAWRENCE/HANSEN to elect Dough Fluetsch as Vice-Chair of the Economic Development Advisory Committee.

The motions passed by unanimous voice vote of the members present.

G.2 Selection of 3 for EDAC Lands Subcommittee

M/S FLUETSCH/LAWRENCE to elect Forrest Hansen, Janet Young and Christie Hendricks to serve on the Lands Subcommittee.

The motions passed by unanimous voice vote of the members present.

G.3 Building and Impact Fee Roundup

Postponed to a future EDAC Meeting.

G.4 Summary of City Council Economic Development Work Session

Director of Economic Development Frank QUINITERO stated that the City of Merced hosted two consultants of Chabin Concepts from Chico and a Consultant from Austin Consulting from Cleveland, for a City Council Economic Development Work Session.

Development Associate Maria MENDOZA provided an overview of the community tour given to the Consultants. The tour consisted of visiting various locations within the community and meeting with the staff responsible for each location. Locations included the University Industrial Park, the Airport Industrial Park, the Waste Water Treatment Plant, Castle Air force Base, UC Merced and Mercy Hospital. Overall, the Consultants were impressed with Merced's assets and overall community eagerness to accommodate new business.

Council Member Tony DOSSETTI stated that the Council Study Session emphasized that the City needs to be competitive world-wide, not just valley-wide and that the art of Economic Development is a lot more complicated than it appears on the surface.

H. OTHER BUSINESS

None.

I. <u>ADJOURNMENT</u>

There being no further business, the meeting was adjourned at 8:08 A.M. to the EDAC meeting on April 24, 2012 at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18th Street, Merced, CA 95340.

Prepared by:

Maria Mendóza

Recording Secretary

Approved by:

Paul Lundberg

Chair