# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE City of Merced

#### **MINUTES**

MERCED CIVIC CENTER

3<sup>RD</sup> FLOOR CONFERENCE ROOM

678 W 18<sup>TH</sup> STREET

MERCED, CALIFORNIA

TUESDAY SEPTEMBER 25, 2012

## A. CALL TO ORDER

The meeting was called to order by Committee Chair Paul Lundberg at 7:00 A.M.

## B. ROLL CALL

Members Present: Paul Lundberg, Chair

Doug Fluetsch, Vice Chair

Mary Camper
Forrest Hansen
Christie Hendricks
Vanessa Lara
Ashley Leffard
Jeff Pennington
Joe Ramirez
Steve Roussos
Janet Young

Members Absent: None.

Others Present: None

Staff Present: John Bramble, City Manager

Frank Quintero, Director of Economic Development Dave Gonzalves, Director of Development Services

Kim Espinoza, Planning Manager Karen Baker, Development Associate Maria Mendoza, Development Associate

## C. ADDITIONS/DELETIONS TO THE AGENDA

None

### D. ORAL COMMUNICATIONS

None

## E. CONSENT CALENDAR

M/S HENDRICKS/PENNINGTON to approve the EDAC minutes of August 28, 2012.

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

### F. DIRECTOR'S REPORT

## F.1 Activity Update

Director of Economic Development Frank QUINTERO reported that the Office of Economic Development has received various leads from different sources and staff was currently working on responding to the information requested by the leads. Mr. QUINTERO stated that City staff met with a developer regarding the 40,000 sq. ft. grocery store project on site, at the corner of Childs Ave. & Canal St. The developer was impressed with the City's proposed impact fee schedule and the ease of doing business with the City of Merced. Mr. QUINTERO shared that the next step would be to enter into an Exclusive Right to Negotiate with the developer for the site.

October was going to be a busy month for Economic Development staff. Development Associate Maria MENDOZA would be traveling with Team California to the Omaha, Nebraska to attend the Industrial Management Asset Council yearly forum and to Los Angeles to attend the Society of Industrial and Office Realtors yearly forum. Mr. QUINTERO was scheduled to attend the Round Table in the High Desert forum in Tucson, Arizona where he would meet one on one with site selection consultants.

Mr. QUINTERO shared that White Oak Frozen Foods was complimentary of City of Merced staff and is pleased to have chosen Merced as their location. Currently, the building was undergoing construction and equipment was being brought in.

# G. ACTION/INFORMATION ITEMS

## G.2 Public Facility Impact Fee Update

In the essence of time, City Manager John BRAMBLE switched the order of Items G1 and G2 on the Agenda.

Director of Development Services David GONZALVES reported that the City's development fees had undergone a revision to be more sustainable and to put Merced at a more competitive advantage for new development. The basis for the revision stemmed from the City's 2030 General Plan Update. Careful consideration of current & planned projects and construction costs was taken. Community input was sought and an Ad Hoc Development Fee Committee was formed whose primary goal was to make Merced more competitive.

Development Manager Kim ESPINOZA added that impact fees have been around since 1998 and have financed capital improvement projects, fire stations, police stations and parks.

Mr. GONZALVES stated that he fully understood the negative impacts of high development fees while attending the International Council of Shopping Centers Idea Exchange in Monterey with Mr. QUINTERO. Retailers expressed their desire to have a presence in Merced but the fees were keeping them from doing so.

Committee Member Joe RAMIREZ was one of the members of the Ad Hoc Committee. Mr. RAMIREZ felt that serving on that Committee was an eye opening experience for him. He learned about the allocation of development fees which has caused him to feel better about the City and the direction its going. It also allows him to work towards educating members of the community on the topic.

The Committee generally agreed with the proposed impact fee and supported the Taskforce's recommended revised schedule.

No action was needed since the item was for information only.

## G.1 High Speed Rail Update

City Manager John BRAMBLE stated that the Environmental Impact Report for the Bakersfield to Merced HSR segment was approved. The next step is the approval of the Fresno to Bakersfield segment. Governor Brown's approval of Bill 1028 facilitated the funding for the HSR plan. Construction on the first segment from Fresno to Chowchilla is scheduled to begin in 2013-2014. According to the HSR plan, there will be 300 miles of rail between the San Fernando Valley and Merced by 2022. By 2029, a full blended system is scheduled to be in place from the Bay Area to Los Angeles but the majority of it will be in the Central Valley. Mr. BRAMBLE detailed that there were many different studies being conducted as part of the HSR Master Plan. The Transportation Plan, Traffic Study, Station Plan and Station Plan were amongst them.

No action was needed since the item was for information only.

#### G.3 EDAC Orientation - Part 1

Item G.3 was postponed to a future meeting however Director of Economic Development Frank QUINTERO called for two volunteers from the EDAC Committee to assist staff with land price adjustments at the Airport Industrial Park. Committee Members Janet YOUNG and Forrest HANSEN volunteered.

# G.4 Cancel the EDAC Meeting of October 30, 2012

Director of Economic Development Frank QUINTERO stated that the meeting on October 30, 2012 might be cancelled if staff were to participate in an International Council of Shopping Center event in San Francisco.

#### H. OTHER BUSINESS

None

#### I. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:30 a.m. to the EDAC meeting on October 30, 2012 at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18<sup>th</sup> Street, Merced, CA 95340.

Prepared by:

Maria Mendoza

Recording Secretary

Approved by:

Paul Lundberg

Chair