

**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**  
August 30, 2011

**A. CALL TO ORDER**

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

**B. ROLL CALL**

Members Present: Kathy Andrade  
Forrest Hansen  
Richard Kirby  
Ron Lawrence  
Paul Lundberg  
Steve Roussos  
Janet Young

Members Absent: Jeff Pennington  
Chris Winek

Others Present: Dave Heyer, Manager, Merced County Department of  
Workforce Investment

Staff Present: John Bramble, City Manager  
Frank Quintero, Director of Economic Development  
Karen Baker, Development Associate  
Maria Mendoza, Development Associate

**C. ADDITIONS/DELETIONS TO THE AGENDA**

Director of Economic Development FRANK QUINTERO stated that the attachment for Item G2 had been unintentionally omitted from the Agenda and that he would provide it to the Committee.

**D. ORAL COMMUNICATIONS**

None

**E. CONSENT CALENDAR**

**M/S ANDRADE/YOUNG** to approve the EDAC minutes of July 26, 2011.

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 stated that the City was getting inquiries and visits from smaller businesses that would start out with 10-15 employees but grow within the next two years. A nut and candy cooperative was interested at the previous Sierra Beverage plant. The company's target start date was within the first week of September. Ten employees would be hired on at first but ultimately 50 were needed at full build out.

Mr. QUINTERO shared that the City received a lead from the State of a bakery looking to expand operations. The former Pepsi plant fit the bakery's requirements but since the lead was sent to the entire State, an overabundance of proposals from many communities is expected.

Mr. QUINTERO announced that Tilly's was finally open in the Merced Mall and that it has proven to be quite popular with the 13-21 ages demographic. Downtown Merced has experienced its fair share of closures but more businesses are opening than those that have closed. The previous Sweet Temptations Bakery location is going to be the new home of Little Pink Boxes Bake Shop. Coffee Block closed its doors but Coffee Bandits will be opening up soon at the Merced Theatre retail spaces. UC Merced students are staying in Merced and opening up businesses. One such example is The House of Dogs, hot dog shop.

City Manager John BRAMBLE provided a High Speed Rail update. Mr. BRAMBLE shared that Florida decided not to proceed in taking the last part of the Federal Stimulus funds that totaled \$82 million. Those funds were subsequently distributed to the High Speed Rail Authority. The High Speed Rail Authority was looking at ways to save money on the project. Building the system at grade was an option that would save \$500,000.00.

Mr. BRAMBLE identified several studies conducted by the High Speed Rail Authority in efforts to evaluate a community during the station location selection

