

**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 27, 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: None.

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**

None.

**D. ORAL COMMUNICATIONS**

None

**E. CONSENT CALENDAR**

**M/S ANDRADE/YOUNG** to approve the EDAC minutes of August 30, 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 continued to work with food processing clients that were interested in the former Sierra Beverage and Arvin Sango sites. The new user at the Sierra Beverage site was at the permitting stage with the City and a final opening date had not been set. The user planned to begin testing on products and equipment such as nut roasters and chocolate cooking machinery. The number of employees would start at 10 and eventually increase to 50 at full build out.

Mr. QUINTERO updated the Committee on Project Blanche. The potential user expressed concerns about the water fees. The Municipal Code now allows the City to generate fee calculations using square footage as a base. The new fee structure puts the City at a competitive advantage by minimizing upfront costs; monthly costs remain the same. Discharge fees are set forth by the Regional Water Quality Control Board and cannot be waived. The fees are put in place with the goal of minimizing land contamination. 200-250 jobs could potentially be created as a result of Project Blanche locating in Merced.

Committee Member Ron LAWRENCE provided an overview of a collaborative venture between the Small Business Development Center and the City of Merced. The collaborative was originally formed to identify different organizations throughout the City that shared the goal of Economic Development, build partnerships and trust between the organizations and eliminate overlap in programs and efforts. The collaborative has expanded to include representatives from the local Chambers of Commerce, Merced College, U.C. Merced, Merced County Office of Economic Development and a Real Estate Brokerage company.

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

**G. ACTION/INFORMATION ITEMS**

**G.1 Letter to City Council Regarding General Plan Update**

