ECONOMIC DEVELOPMENT ADVISORY COMMITTEE City of Merced

MINUTES

MERCED CIVIC CENTER

3RD FLOOR CONFERENCE ROOM

678 W 18TH STREET

MERCED, CALIFORNIA

TUESDAY JUNE 26, 2012

A. <u>CALL TO ORDER</u>

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

B. ROLL CALL

Members Present: Paul Lundbert, Chair

Doug Fluetsch, Vice-Chair

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

Members Absent: None

Staff Present: John Bramble, City Manager

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

Bill King, Principal Planner

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 May 29, 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 asked City Manager John BRAMBLE to update the Committee on the status of the FY 12/13 City Budget. Mr. BRAMBLE noted that cuts and concessions were that backbone to passing the FY 12/13 budget. The McNamara pool was now open due to donations from the community.

Mr. QUINTERO shared that Economic Development staff is receiving more inquiries. Various commercial developers have stated that retail tenants are looking to locate in the San Joaquin Valley. Stores such as Wal-Mart are opting for a smaller 20,000 – 30,000 sq ft concept with a grocery component. Fortune 300 companies such as Family Dollar and Dollar General are making their presence in underserved areas. Grocery stores however, are proceeding with caution. Staff's priority remains finding a grocery store tenant to occupy the site at Childs Avenue and Canal Street.

According to Mr. QUINTERO, there have also been a number of inquiries from industrial users. Staff met with two local companies investigating expansion and capacity opportunities, and also hosted a truck company looking to open shop in Merced.

Mr. QUINTERO stated that Council through the budget and priority setting processes has emphasized the need to make the City of Merced more competitive and business friendly versus other local communities. He noted that consultants have put together a work program outlining Action Items to achieve their goal.

G. ACTION/INFORMATION ITEMS

G.1 Bellevue Corridor Community Plan Overview

Principal Planner Bill KING reported that the City received a \$251,000 grant from the Strategic Growth Council of the State of California to draft the Bellevue Corridor Community Plan (BCCP). A Plan Leadership Team of various consultants was assembled to work in conjunction with the City Planning Department to craft a plan for the area. The main goal of the plan is to guide future growth in the area between "G" Street and Lake Road, along Bellevue Road.

Mr. KING shared that the plan will focus on the 5 key features and issues which are; Economic Study, Complete Streets, Urban Village Design, Rights of Way Templates and Transit Priority Projects.

A meeting for property owners and stakeholder groups were held and will continue to be held. An Ad-Hoc Advisory Committee will be formed to make recommendations concerning aspects of the BCCP.

The Committee discussed different aspects of the BCCP with regards to childcare, commercialization, waste water capacity in the area, labor force and the impact of UC Merced on the plan and area.

Secretary's Note: EDAC member Jeff Pennington agreed to apply for the Bellevue Corridor Community Plan Taskforce representing EDAC.

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

G.2 Impact Fee Review Update

Director of Development Services David GONZALVES stated that in an effort to welcome and attract business, the City was working on a plan to make development fees more attractive while still covering the portion of infrastructure they are designated to cover. A committee has been formed for this purpose that meets twice a month. The goal is to be competitive with other communities and spur investment. Mr. GONZALVES recognized that although the development fees are on the path to being further reduced, there are other driving forces behind business attraction. The committee's recommendation will be presented to Council in Fall of 2012. Discussion took place amongst the EDAC Committee members regarding fees in neighboring communities, workforce and supply of available industrial land.

No action was needed since the item was for review and discussion only.

H. OTHER BUSINESS

H.1. Introduction to City Council Economic Development Work Session with Chabin Concepts and Austin Consulting

Director of Economic Development Frank QUINTERO shared that in February of 2012, Council had an Economic Development Work Session with representatives from Chabin Concepts and Austin Consulting. The main focus was uncovering the factors that influence business investment in a community then identifying Merced's strengths, weaknesses and opportunities. The outcome of the work session was that Council established four economic development priorities 1) Competitiveness, 2) Industrial, 3) Retail and Downtown, and 4) Entrepreneurship and Innovation.

Mr. QUINTERO shared that an Economic Development Action Plan was in the process of being produced and that it would be brought before the EDAC Committee upon its completion.

Committee members further discussed the topic of business recruitment as it related to childcare, healthcare and quality of life. Mr. QUINTERO agreed that services such as childcare are important factors, but Council's direction was to focus on the location factors controlled by City such as reducing development impact fees. He also stated that the first phase of the site location process is getting the consultant or industry to notice the community. Quality of life factors play a role during the evaluation process.

I. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:23 a.m. to the EDAC meeting on July 31, 2012 at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18th Street, Merced, CA 95340.

Prepared by:

Maria Mendoza

Recording Secretary

Approved by:

Doug Fluetsch Vice-Chair