# 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 APRIL 24, 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: Doug Fluetsch

Forrest Hansen
Christie Hendricks
Vanessa Lara
Ron Lawrence
Ashley Leffard
Paul Lundberg
Steve Roussos
Janet Young

Members Absent: Jeff Pennington

Others Present: Dr. Steven Gomes, Merced County Superintendent of

Schools

Staff Present: John Bramble, City Manager

Frank Quintero, Director of Economic Development

Karen Baker, Development Associate Maria Mendoza, Development Associate

## C. <u>ADDITIONS/DELETIONS TO THE AGENDA</u>

None

#### D. ORAL COMMUNICATIONS

None

#### E. CONSENT CALENDAR

M/S HANSEN/YOUNG to approve the EDAC minutes of March 27, 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 stated that Dollar General opened its 10,000<sup>th</sup> store located at the previous Office Max location. The grand opening celebration took place on March 31, 2012. The event was very well attended by the Merced community. Dollar General immediately presented area schools with a \$10,000 check and even gave away hams and environmentally friendly tote bags to attendees. Dollar General's CEO stated the retailer's commitment to hiring veterans and shared that Merced's market could accommodate 4-5 Dollar General stores.

The Dollar General Market was a direct result of working through the International Council of Shopping Centers network and Idea Exchange program. Staff connected the property owners to brokers representing Dollar General. As a result, Dollar General has established itself in Merced and has created 60 new jobs in the area.

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

#### G. ACTION/INFORMATION ITEMS

#### G.1 Annual Attendance Report

M/S YOUNG/HENDRICKS to approve the Economic Development Advisory Committee annual attendance report for meetings held between April 1, 2011 and March 31, 2012.

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

# G.2 Merced County Schools 2011 Annual Education Report

Merced County Superintendent of Schools, Dr. Steven GOMES presented the findings of the Merced County Schools 2011 Annual Education Report. Dr. GOMES stated that 2011 was the first year in which the Annual Education Report was compiled and it has greatly assisted in supporting the case that Merced County schools are on the right track with Merced County's education. There are 20 school districts in Merced County that employ 15,000 people.

Dr. GOMES reviewed the Academic Performance Index (API) and what it meant. Merced County ranks over the California State average. According to Dr. GOMES, an area's demographics are good indicators of API scores and instruction in Merced County has improved so that a greater majority of students achieve a higher API score. Low API scores indicate no improvement in a school's instructional methods.

In 2011, 47 Merced High students were accepted in to the UC system and the Merced High School District distributed 3.4 million in scholarships. Despite the negativity continuously reported about Merced's educational system, it is actually an asset with instructors continuously crafting their lessons to maximize student success.

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

# G.3 Connection Between Child Care and Economic Development

Early Childhood Education Lead at Merced County Office of Education (MCOE) and Committee Member Christie HENDRICKS shared the Economic Impact of the Child Care Industry in Merced County report. Ms. HENDRICKS stated that the child care industry enables parents to work and be more productive in their jobs, ensures a strong future workforce and is a major industry in its own right.

According to Ms. HENDRICKS, Merced County used to have 400 Child care businesses where as now, they are down to 200. The importance of child care is often times not factored in as a critical component for sustained economic development in local communities. Ms. HENDRICKS shared that Merced County utilizes the Licensed Family Child Care and Center Based Care program in which the State then compensates the care giver with vouchers. The City of Merced, Livingston and Merced County are on the right path by including child care in their General Plan.

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

# H. OTHER BUSINESS

None

# I. <u>ADJOURNMENT</u>

There being no further business, the meeting was adjourned at 8:00 a.m. to the EDAC meeting on May 29, 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:

Mária Mendoza

Recording Secretary

Approved by:

Paul Lundberg

Chair