ECONOMIC DEVELOPMENT ADVISORY COMMITTEE City of Merced

MINUTES

MERCED CIVIC CENTER

3RD FLOOR CONFERENCE ROOM

678 W 18TH STREET

MERCED, CALIFORNIA

TUESDAY August 28, 2012

A. CALL TO ORDER

The meeting was called to order by Committee Chair Paul Lundberg at 7:05 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

Staff Present: John Bramble, City Manager

Frank Quintero, Director of Economic Development

Karen Baker, Development Associate

David Gonzalves, Director of Development Services

Bill King, Principal Planner

C. ADDITIONS/DELETIONS TO THE AGENDA

None

D. ORAL COMMUNICATIONS

None

E. CONSENT CALENDAR

M/S ROUSSOS/PENNINGTON to approve the EDAC minutes of July 31, 2012. The motion passed by unanimous voice vote of the members present.

F. <u>DIRECTOR'S REPORT</u>

F.1 Activity Update

Director of Economic Development Frank QUINTERO stated that Economic Development professionals from Merced County met with representatives from the Governor's Office of Economic Development in Sacramento. The effort represented an economic development collaboration and partnership forming between City and County staff. Topics of discussion included business attraction, retention, and expansion, small business development, and employment training programs. Facilitating the discussion were Mary Ingersoll from TeamCalifornia and Audrey Taylor from Chabin Concepts.

According to Mr. QUINTERO, the City received a number of leads this month. Economic Development staff met with a developer from Sacramento whose specialty is neighborhood grocery store developments. The developer met with Janet Young and Jane Lawrence from UC Merced to get feedback regarding the needs of the University community and its vision for growth. An alternative energy company sent a Request For Information (RFI) to select communities looking for a place to manufacture their products. Although Merced did not make the community cut, staff learned that the client company was looking for a STEM (science, technology, engineering and mathematics) curriculum in the community that they ultimately will select.

G. ACTION/INFORMATION ITEMS

G.1 City of Merced DRAFT Climate Action Plan

Principal Planner Bill KING introduced the 2012 City of Merced DRAFT Climate Action Plan which is a collection of ideas to reduce Greenhouse Gas Emissions. The Plan contains154 action items reflecting the community's values and goals. According to Mr. KING, the Climate Action Plan was funded by a grant through the Department of Energy. The Plan serves as an umbrella document containing current policies related to energy-efficiency. The Climate Action Plan also provides legal coverage for the General Plan, may help to expedite projects through the CEQA process, and is based on existing City policies.

In the presentation and dialog with EDAC, City Staff emphasized the intent of the Plan is about:1) local control;2) volunteer actions that support community values, such as permit streamlining; 3) ability to competitively acquire future grant funds; 4) use of incentives, encouragement, improved communication to affect positive change; and 5) not requiring new or expanded fees or regulations, except where consistent with State Law or applied by the City Council after completion of a study and community involvement. The CAP includes checks and balances to ensure that it stays true to its original intent, including the assumption that all actions are subject to further public scrutiny and a cost benefit analysis, unless waived by the City Manager.

EDAC members asked: 1) whether or not the CAP would add costs to private developments or businesses; 2) what are the costs of not adopting a CAP; and 3) if staff will provide a report to Council regarding GHG reduction efforts relative to the target. EDAC members expressed concern that the CAP establishes a foundation or bulkhead from which the City will impose requirements and fees in the future. This view sees the CAP as the first step in an incremental planned-approach to ultimately require changes in the local business community and private structures of all types in the City to address climate change. These changes, it is believed would roll out as current federal and state funding sources dwindle or cease.

M/S HANSEN/LEFFARD to recommend that the City Council accept and approve the Climate Action Plan subject to an inclusion of a Statement of Intent.

The motion passed by a majority voice vote of the members present. Ms. LARA abstained since she served on the Climate Action Plan Task Force.

Secretary's Note: The Statement of Intent is to be drafted by staff and reviewed by EDAC members Fluetsch, Pennington, Hansen and Young.

H. OTHER BUSINESS

Director of Economic Development Frank QUINTERO stated that the new EDAC member orientation was going to be held as part of the September EDAC meeting.

I. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:16 a.m. to the EDAC meeting on September 25, at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18th Street, Merced, CA 95340.

Prepared by:

Karen Baker

Recording Secretary

Approved by:

Paul Lundberg

Chair