

**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**  
NOVEMBER 27, 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: Mary Camper  
Doug Fluetsch  
Forrest Hansen  
Christie Hendricks  
Ashley Leffard  
Paul Lundberg  
Jeff Pennington  
Joe Ramirez  
Steve Roussos  
Janet Young

Members Absent: Vanessa Lara, Excused

Others Present: Tony Dossetti, Council Member  
Noah Lor, Mayor Pro Tempore  
Larry Harris, Member of the Public

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 FLUETSCH/PENNINGTON** to approve the EDAC minutes of September 25, 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 reported that the City of Merced was one of a handful of communities invited to meet Governor Appointee Leslie McBride, Deputy Director of California Business Investment Services (CalBIS). CalBIS is a division of the Governor's Office of Business and Economic Development. The event was hosted by TeamCalifornia, City of Yuba City, and Chabin Concepts.

Mr. QUINTERO shared that the Office of Economic Development has been receiving a number of food processing related inquiries. Not only are food processing facilities a natural fit in Merced but they also draw in other businesses such as suppliers and vendors that service the food processing sector. Mr. QUINTERO announced the closure of Interstate Brands which resulted in a loss of 15-20 jobs.

City Manager John BRAMBLE reported that the High Speed Rail (HSR) grant application had been revised by the State of California. Grant funds are anticipated to be ready in February 2013.

**G. ACTION/INFORMATION ITEMS**

**G.1 Cancel the EDAC Meeting of December 25, 2012**

**M/S YOUNG/CAMPER** to cancel the EDAC Meeting of December 25, 2012.

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

## **G.2 Airport Industrial Park Update**

Director of Economic Development Frank QUINTERO stated that three new projects are looking into locating in the Airport Industrial Park (AIP). Some existing AIP users such as the continuation high school have detoured potential projects away from the AIP because users such as schools are not ideal neighbors for industrial operations. Mr. QUINTERO said that the Land Subcommittee would be reviewing AIP use related items as well as land pricing before any recommendations are made to Council.

Mr. QUINTERO detailed that as a result of recent outreach efforts made by Economic Development staff; a Real Estate Broker based in Fresno toured the AIP and was to provide staff with an estimate of land values and that of the former Pepsi Building. Mr. QUINTERO proceeded to give the committee a brief overview of Merced's three industrial parks and focused on the development potential of all three. Growth factors such as the new hospital, expansion of the waste water treatment plant, inventory of available land, a business friendly climate and the growing number of students and faculty at UC Merced are major attraction tools.

According to Mr. QUINTERO, the AIP will be out of available property within the next 5-7 years and therefore staff is proceeding with caution regarding proposed uses in the area.

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

## **G.3 Outreach and Marketing Efforts**

Economic Development Associate Maria MENDOZA gave the committee a brief overview of the recent outreach efforts attended by staff.

Mrs. MENDOZA in conjunction with TeamCalifornia attended the Industrial Asset Management Council (IAMC) in Omaha, Nebraska. IAMC is the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers.

Mrs. MENDOZA also attended the Society of Industrial and Office Realtors (SIOR) conference in partnership with TeamCalifornia. SIOR is the leading professional commercial and industrial real estate association. Corporate real estate executives, commercial real estate brokers, agents, lenders and other real estate professionals were in attendance.

According to Mrs. Mendoza, both venues provided opportunities to market Merced and raise awareness on the area's opportunities and strengths as well as one on one time with location executives.

