

CITY OF YUBA CITY  
ECONOMIC DEVELOPMENT COMMISSION  
MINUTES  
**May 12, 2009**

Council Chambers - City Hall  
1201 Civic Center Blvd, Yuba City CA 95993  
Regular Meeting 4:00 P.M.

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I. Call to Order

The City of Yuba City Economic Development Commission Regular Meeting was called to order by Chairman Burrow at 4:05 pm.

II. Roll Call

Commissioners Present:

David Burrow, Paul Mendoza, Karm Bains, Scott Oakes

Commissioners Absent:

Greg Heckman

III. Pledge of Allegiance

IV. Approval of Minutes

1. March 17, 2009 Regular Meeting – Copy submitted

The minutes of the March 17, 2009 Regular Meeting were approved unanimously.

V. Appearance of Interested Citizens

1. Members of the public may address the Economic Development Commission on items of interest that are within the City's jurisdiction whether or not such items of interest are on the agenda for this meeting.

None came forward.

VI. Business for the Commission

1. Introduction of new Economic Development Manager Darin Gale

Assistant City Manager Steve Kroeger introduced Darin Gale as the new Economic Development Director after a long process beginning with the recommendation to Council by the Economic Development Advisory Group in August 2008. Mr. Gale will take over as the Staff Liaison between the City and the Commission.

Chairman Burrow commented that the three "Next Steps" identified in the Work Plan are all complete and it is now time to begin to implement the Work Plan.

Mr. Gale said he appreciated the opportunity to serve as the Economic Development Manager in the same city in which he lives. He is looking forward to implementing the Plan and working with the Commission.

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2. Discussion and possible action regarding proposed Gateway/Corridor Improvement Plan

Community Development Director Aaron Busch gave a presentation on the "New Corridor Improvement Strategy" and Public Works Director George Musallam gave a presentation on the completed beautification projects and priorities for 2009.

Discussion occurred regarding non-conforming signs and what options are available to the Commission and City regarding enforcing compliance. Mr. Gale stated he wanted to hold a "business walk" to talk to businesses about getting buy-in. The City cannot remove the signs; however, the Commission can request Council to authorize City funds to assist businesses in the removal of non-conforming signs.

3. Discussion and possible action regarding the priorities of the Economic Development Workplan.

Mr. Gale went over his 2009/10 work plan that he developed and spoke about the expectations and opportunities for partnership between the Commission and the Economic Development Manager. Mr. Gale will schedule meetings with each Commissioner to talk about goals and priorities and how they would like to interact. Mr. Gale requested the Commissioners to provide direction and priorities for the first 30-60 days.

VII. Items for Information and Discussion

1. Date and Agenda Items for the next Commission meeting

Next meeting will be held on June 18<sup>th</sup> at 4:00 in the Sutter Room at City Hall.

VIII. Adjournment

Chairman Burrow adjourned the meeting at 5:20 pm.