

CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
AGENDA
July 16, 2009

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

Materials related to an item on this Agenda submitted to the City Manager's Office after distribution of the agenda packet are available for public inspection in the City Clerk's Office at 1201 Civic Center Blvd., Yuba City, during normal business hours. Such documents are also available on the City of Yuba City's website at www.yubacity.net subject to staff's availability to post the documents before the meeting.

If you require auxiliary aids or services (e.g., hearing or signing services) to make a presentation to the Economic Development Commission, the City is happy to assist you. Please contact the City Clerk's Office at (530) 822-4609 at least 72 hours in advance so such aids or services can be arranged. City Hall TDD: (530) 822-4732.

1. Call to Order

2. Roll Call
 - ___ Chairman David Burrow
 - ___ Vice-Chairman Paul Mendoza
 - ___ Commissioner Karm Bains
 - ___ Commissioner Greg Heckman
 - ___ Commissioner Scott Oakes

3. Pledge of Allegiance

4. Approval of Minutes
 - I. June 16, 2009 Regular Meeting – Copy submitted

5. Appearance of Interested Citizens
 - I. 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.

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6. Business for the Commission

- I. Report on activities from Economic Development Manager
- II. Feather River Mills Redevelopment Project
 - a) RFP Review Process for the Feather River Mills Redevelopment Project
- III. Discussion and possible action regarding the “Buy Local” Program
- IV. Discussion and possible action regarding possible implementation of a Yuba City Business Incentives Program
- V. Discussion and possible action regarding Economic Development Commission member participation in a regional workforce development funding program
- VI. Discussion and possible action regarding the priorities of the Economic Development Workplan

7. Items for Information and Discussion

- a) Date and Agenda Items for the next Commission meeting

8. Adjournment

CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
MINUTES
June 18, 2009

DRAFT

Sutter Room - City Hall
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Regular Meeting 4:00 P.M.

1. Call to Order

The City of Yuba City Economic Development Commission Regular Meeting was called to order by Chairman David Burrow at 4:00 p.m.

2. Roll Call

Commissioners present:

David Burrow, Paul Mendoza, Karm Bains, Greg Heckman

Commissioners absent:

Scott Oakes

3. Pledge of Allegiance

4. Approval of Minutes

a) May 12, 2009 Regular Meeting – Copy submitted

Commissioner Mendoza moved to approve the Minutes of the May 12, 2009 Regular Meeting. Commissioner Bains seconded the motion that passed unanimously.

5. Appearance of Interested Citizens

I. 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.

Chairman Burrow recognized Dave Vaughn, Yuba Sutter Chamber of Commerce Chairman of the Board. Mr. Vaughn stated that he was attending on behalf of the Chamber in support of the efforts of the Economic Development Commission.

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6. Business for the Commission

Chairman Burrow stated that in light of a request by Community Development Director Aaron Bush, who needed to leave early, he would like to discuss Item 6.II. Feather River Mills Project before Item 6.1.

I. Presentation and Discussion of the Feather River Mills Redevelopment Project

Mr. Busch distributed copies of the Feather River Mills Request for Proposals packets and gave an overview of the Agency's goals and objectives for the development of the property. He explained invitations for the RFP were sent to 30 interested parties. Mr. Busch answered questions from the Commissioners regarding how the RFP process worked and discussed the desired make-up and responsibilities of the RFP Review Process team.

a) Appointment of two Commissioners to be members of the RFP Review Process for the Feather River Mills Redevelopment Project

Mr. Gale stated that two Commissioners were being invited to participate on the RFP Review Process team. Commissioners Bains and Heckman volunteered to participate. A motion was made by Commissioner Mendoza to appoint Commissioners Bains and Heckman to the RFP Review Process. Chairman Burrow seconded the motion that passed unanimously.

II. Report on activities from Economic Development Manager

Mr. Gale provided the attached Monthly Report Memo and gave an overview of his activities to date.

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

Mr. Gale presented the attached 2009-10 Workplan that stated his priorities, goals and timelines. He stated he will contact each

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Commissioner and meet one on one for comments regarding the Workplan.

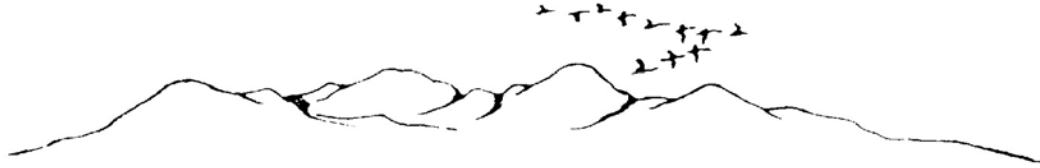
7. Items for Information and Discussion

a) Date and Agenda Items for the next Commission meeting

The next Commission Meeting is scheduled for Thursday July 16, 2009 at 4:00 in the Sutter Room.

8. Adjournment

Chairman Burrow adjourned the meeting at 5.26 p.m.



Memo

Date: July 16, 2009
To: Economic Development Commission
Cc: Steven R. Jepsen, City Manager
From: Darin Gale, Economic Development Manager
Re: **Report on Activities**

I have actively been working on issues to ensure the successful implementation of the Yuba City Economic Development Work Plan. Below is a brief description of my activities over the last month:

Highway 20 Corridor Improvement Outreach – On June 22nd and 23rd, City Staff held a special business and property owner workshop to discuss the City's efforts to improve the gateway and corridor enhancements along Highway 20, from the Hwy 99 intersection to the 10th Street Bridge. Approximately 15 businesses attended the workshops. Community Development recently sent additional information to business owners along the corridor regarding enforcement of the City's sign ordinance and encouraging businesses to voluntarily remove illegal signs by July 31, 2009.

Commercial Broker Outreach – I continue to reach out to both local commercial brokers and key national retail chain brokers regarding development opportunities in Yuba City. This past month, a local growing small business considered moving to Chico. Through one of my meetings with a local broker, the issue was brought to my attention and we were able to successfully retain a growing small business in our community.

Business Visits – Since our last meeting, I visited 12 businesses to inform them of the City's economic development programs.

Enterprise Zone – I have begun working with both the Enterprise Zone Manager and the Yuba Sutter Economic Development Corporation to increase awareness on the Enterprise Zone. I have a goal to increase participation in the Enterprise Zone by 25% by the end of the calendar year. At our next meeting, I will provide you additional details regarding current participation of the City's Enterprise Zone benefits.

Vacant Commercial Properties – One priority of the Economic Development Workplan is the creation of a one stop shop for commercial properties. I have been approached by a company that provides a free web-based "MLS" type system and I'm currently reviewing the possibilities of using their services.

“Buy Local” Taskforce – On July 7th, the City hosted the first “Buy Local” Taskforce meeting. The meeting was well attended and is looking to quickly organize our local buy local efforts. The committee has decided to continue meeting weekly on Wednesday to move the program forward quickly. We hope through these efforts we will be able to support our local business community and stimulate our economy. The following is a list of who participated on the taskforce:

Don Covey – Yuba City Florist, Mike Wheeler – Wheeler Chevrolet, Shari Setser – SYOR, The Appeal Democrat, Laura Nicholson – Yuba Sutter Chamber of Commerce, Dave Vaughn – YSDI, Bob Harlan – KUBA, Larry Geweke – Geweke Ford, Steve Downing – Yuba City Toyota, John Cassidy – Sierra Central Credit Union, Councilmember John Dukes and Mayor Leslie McBride.

Workforce Investment Board – I’m currently working with our local workforce investment board, the North Central Counties Consortium (NCCC) to help fund key market retail studies. A market retail study will provide the city and future businesses with essential economic data, key indicators and provide a snapshot of possible future retail development demand. I should have a draft report to review at our August Economic Development Commission meeting.

Workforce Development Funding – I have begun working with regional economic development agencies to increase workforce development funding for our region. Due to our high unemployment rates, we are well situated for additional workforce development funding. I plan on holding a stakeholder meeting in mid-August to design a program and look for future funding. The stakeholder group will include: the Chamber, Yuba College, LEED (Linking Education to Economic Development), Workforce Investment Board, Yuba City Unified School District and other key business organizations. We will appoint a member of the Economic Development Commission to this working group at our July meeting.