

CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
AGENDA
August 20, 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
- II. July 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 the Yuba City Façade Improvement Program
- V. Discussion and possible action regarding possible implementation of a Yuba City Business Incentives Program
- VI. Discussion and possible action regarding Economic Development Commission member participation in a regional workforce development funding program
- VII. 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
1201 Civic Center Blvd, Yuba City CA 95993
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

All stood for the 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.

CITY OF YUBA CITY
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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.

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

DRAFT

Sutter Room - City Hall
1201 Civic Center Blvd, Yuba City CA 95993
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 4:03 p.m.

2. Roll Call

Commissioners present:

David Burrow, Greg Heckman

Commissioners absent:

Paul Mendoza, Karm Bains, Scott Oakes

3. Pledge of Allegiance

All stood for the Pledge of Allegiance.

4. Approval of Minutes

I. June 16, 2009 Regular Meeting – Copy submitted

Due to lack of quorum, approval of minutes was moved to next Commission meeting in August.

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.

Mr. Sarb Basrai – 2410 Dove Ct. Yuba City. Mr. Basrai spoke to the Commission regarding the Yuba College expansion project, encouraging partnership and outreach.

6. Business for the Commission

I. Report on activities from Economic Development Manager

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Mr. Gale discussed details of his activities over the last month, per the attached memo:

- Sign ordinance. A letter went out from code enforcement regarding nonconforming signs.
- Commercial brokers. Mr. Gale will be holding quarterly meetings with local brokers.
- Local businesses. Mr. Gale will continue his outreach to local businesses.
- Enterprise Zone. Mr. Gale met with Mary Hansen, the Enterprise Zone Manager to simplify instructions and notices and to send out another information letter to area businesses. Commissioner Heckman stated that financial institutions who give loans to businesses within the Enterprise Zone, also receive credit.

II. Feather River Mills Redevelopment Project

a) RFP Review Process for the Feather River Mills Redevelopment Project

Community Development received one response for the Feather River Mills development project. The City Council will be discussing the next steps at their next meeting in August.

III. Discussion and possible action regarding the "Buy Local" Program

Every Wednesday at 3:00, a group of community volunteers are meeting to discuss a "Buy Local" program. Mayor McBride and Councilman Dukes attend the meetings as well. Mr. Gale asked if someone from the Commission would like to attend the next meeting. Chairman Burrows volunteered.

IV. Discussion and possible action regarding possible implementation of a Yuba City Business Incentives Program

As there is a lack of quorum for this meeting, this item was moved for discussion to the next Commission meeting in August.

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- V. Discussion and possible action regarding Economic Development Commission member participation in a regional workforce development funding program

As there is a lack of quorum for this meeting, this item was moved for discussion to the next Commission meeting in August.

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

As there is a lack of quorum for this meeting, this item was moved for discussion to the next Commission meeting in August.

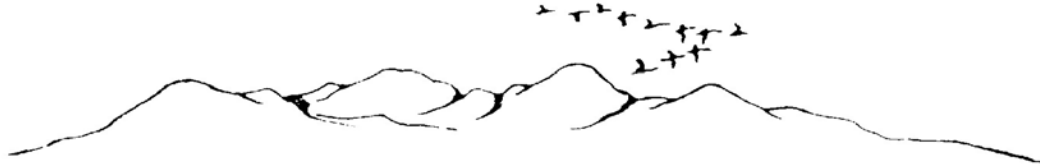
7. Items for Information and Discussion

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

Staff will follow-up with Commissioners regarding availability for next Commission meeting in August.

8. Adjournment

Chairman Burrow adjourned the meeting at 5:06 p.m.



Memo

Date: August 20, 2009
To: Economic Development Commission
Cc: Steven R. Jepsen, City Manager
Steve Kroeger, Assistant City Manager
From: Darin Gale, Economic Development Manager
Re: **Report on Activities**

Starting this month, my Report on Activities will be organized to better correspond my monthly activities to the Three Key Initiatives set by the City's Economic Development Strategy as follows:

1. Work Plan Initiative – Grow Opportunities for Well-paying Jobs

Affordable Office Furniture – As reported this past week in the Appeal Democrat, Affordable Office Furniture was looking to move to Chico. I have attached a copy of the article for review. In our current economy, retention and expansion is a key to economic development. Affordable Office Furniture is a growing business with 9 employees, which would have been lost without the help on the City's economic development program.

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 I attended the Sutter Yuba Association of Realtors monthly commercial broker exchange. I plan on holding a quarterly luncheon with key brokers, starting this coming month

Business Visits – Since our last meeting, I visited 10 businesses to inform them of the City's economic development programs. One key visit was a tour of the Sunsweet facility and a meeting with their V.P. Gene Dodson and CEO, Art Driscoll.

Sunsweet is our largest private employer with approximately 900+ employees. Currently they are providing services to their owners/cooperative members along with providing bottling services for Pepsi Co and prune handling for Shoei foods. I will continue to work with Sunsweet to ensure their continue success and they are more than willing to help in the successful implementation of the City's Economic Development Work Plan

2. Work Plan Initiative – Create a Positive and Inspiring Self Image

Highway 20 Corridor Improvement Outreach – Community Development continues to work with businesses along the Highway 20 corridor regarding signage. Businesses were contacted directly by Community Development with a date specific date to remove illegal signs. The goal is to remove all illegal signage by the end of August.

Highway 20 & 99 Interchange – This past month Community Development, Public Works and Economic Development met with Caltrans to discuss the City's idea for improvements to Highway 20/99 interchange. We are moving forward with drafting renderings for Caltrans to review and will begin meeting with business owners this month.

“Buy Local” Taskforce – Over the past month, I have worked closely with task force member to move forward with this program. The taskforce and staff will be asking the City Council to match dollar for dollar of private sector funding up to \$50,000, for a total marketing budget of \$100,000. Currently, local new car dealers have agreed to fund \$30,000 and have committed to raise the additional \$20,000. If approved by Council, we hope to launch our Shop Yuba Sutter marketing campaign in mid to early September.

Taskforce Members: Don Covey – Yuba City Florist, Mike Wheeler – Wheeler Chevrolet, Shari Setser – SYOR, The Appeal Democrat, Laura Nicholson – Yuba Sutter Chamber, Dave Vaught – 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.

Façade Improvement Program – The City Council will be presented with new program guidelines for the establishment of a Façade Improvement Program at their meeting on August 18th. The new Façade Improvement Program seeks to bring new life to existing buildings by enhancing visual attractiveness and design, reduce non-conforming conditions of commercial properties, and facilitate growth and economic stability within the Redevelopment Project Area. The new Façade Improvement program is proposed to be paid up-front by the business owner with reimbursement of actual costs paid upon completion of improvements. For every three dollars invested by the business owner, two dollars would be reimbursed by the Agency when the project is completed (up to a maximum of \$25,000). In order to receive the full \$25,000 grant, a participant must have a \$37,500 project commitment. Any costs over \$37,500 would be 100% funded by the property owner. The program would be limited to businesses located in the Redevelopment Project Area as Redevelopment funds would be used. Priority would be given to projects within the Highway 20 corridor and the Downtown Plumas Street Shopping District. Eligible activities may include: Storefront renovations, signs; awnings; window/door modifications; exterior lighting; landscaping and fencing. With pre-approval by the Agency, costs for the removal of non-conforming signs may be 100% reimbursable by the Agency and not count as part of the \$25,000 grant award.

3. Work Plan Initiative – Enhance the Quality of Life Through Collaborative and Integrated Actions

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 held a stakeholder meeting on August 13 where we have representative from Yuba College, LEED (Linking Education to Economic Development), Workforce Investment Board, North State BIA, Sutter County Office of Education and the Sutter County One Stop.

At the meeting, the North State BIA offered an opportunity to join four other cities from around the country and apply for a workforce development grant with the Home Building Institute. Grant funding would be used to train displaced employees in green construction trades.

Workforce Training Restaurant – I recently met with a local restaurant owner, Sutter County One Stop and North Central County Consortium (NCCC) to discuss the possibility of using one of our closed restaurants as a workforce training center. The City of Oroville and their workforce investment board have used funds to open up a very successful restaurant in their city. This program will one provide real hands on training for at risk youth and fill vacancies in our city. This is a great program and the director of the program in Oroville has agreed to help run the Yuba City program if we move forward

YC reaching out to keep businesses

By Ashley Gebb/Appeal-Democrat

2009-08-14 23:43:57

As Affordable Office Furniture and Supplies settled into its new home on Garden Highway this week, the almost-relocation of the Yuba City business to Chico was a distant memory.

Owner Mike McCollum never wanted to leave the area, but after rent was raised at his Colusa Highway location, he had trouble finding an affordable new building.

"Our biggest deal was we just couldn't find a place for us that worked in Yuba City," he said. "Chico was something I was going to fall back on."

McCollum found the perfect spot, at 1100 Garden Highway, but it was not zoned for a business with a 2,500-square foot showroom. The six months it would take the city to rezone the light industrial area did not meet his time frame.

Jeff Helm, the Aztec Realty broker McCollum was working with, mentioned the owner's struggles to Darin Gale, Yuba City's economic development director, who immediately began to see what could be done.

"In my mind, it's an issue that's easily solvable, but in government mind it was a zoning issue," Gale said.

Pressured by the prospect of losing a successful business, the city allowed McCollum to move in and make his improvements as it moves forward with the rezoning process.

"I think there is a real understanding of the small businessman," McCollum said. "I think they realize what is going on here and how hard it is to do business with all the rules and regulations."

And McCollum could not be happier to stay in Yuba City.

"I've lived here close to 20 years now, and my wife lives here, our kids grew up here," he said. "This is home."

Most of the store's business is Internet sales to Yuba-Sutter and the surrounding area for furniture, office supplies, office space design, TV and monitor mounts and break room and janitorial supplies. As his business grew more successful in the past five years, McCollum shared his success with the community by sponsoring local charities and events.

But for Gale, the scare of losing Affordable Office Furniture was a little too close for comfort.

"He was ready to move to Chico, he was ready to sign a lease in Chico," Gale said. "That would have been a loss of jobs. In these times we need to build, maintain and retain local jobs."

In addition to losing about seven jobs and any spending related to those incomes, the

PC reaching out to keep businesses
Page 2 of 2

departure of the business would also result in lost sales tax revenue from an increasingly profitable company, Gale said.

The collaboration is a good example of a how a city should act, Helm said.

"I just hope that the city would take a good look at this one and continue to keep an open-door policy," he said. "There's a lot of small businesses that they may not realize are struggling because of zoning or regulations."