

MINUTES
CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
October 28, 2009
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 4:05 p.m.

Roll Call

Present: Commissioners Adkins, Bains, Heckman, Oakes, and Chairman Burrow

Absent: None

Pledge of Allegiance

Commissioner Oakes let the Pledge of Allegiance to the Flag.

New Commissioner Oath of Office:

Dr. Kay Adkins, President Yuba College, was administered the Oath of Office by City Clerk, Terrel Locke

2. Approval of Minutes

Commissioner Oakes moved that approve the minutes from the August 20, 2009 Regular Meeting. Commissioner Bains seconded the motion that passed with a unanimously vote.

3. Appearance of Interested Citizens

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.

4. Business for the Commission

4.1. Report on activities from Economic Development Manager.

Economic Development Manager Darin Gale gave an overview of his progress and activities since the last Commission meeting on August 20, 2009. Mr. Gale provided a demonstration of the new website: www.thinkyubasutterfirst.com developed by the Buy Local Taskforce.

4.2. Discussion and possible action regarding On-line Baseline Shopper Survey.

Mr. Gale said that 700 people responded to the survey. Some of the key points:

- 60% stated that they purchased non grocery items in Yuba City.

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- 70% stated that the main missing household good is electronics
 - 62% stated that more women's casual apparel is needed
 - The #1 missing specialty merchandise is books
 - 70% state that there should be specialty/natural food stores (Trader Joes)
 - #1 style of restaurant missing is seafood (Red Lobster)
 - #1 activity needed is a skating rink and a large facility for youth
 - The main disadvantage for shopping local is the hours that businesses are open
- 4.3. Appointment of up to three Commissioners to participate in the City of Yuba City Priority Issues meeting to be held on November 16th at 3:00.
Commissioners Bains and Oakes, and Chairman Burrow volunteered to participate.
- 4.4. Discussion and possible action regarding Economic Development Commission member participation in a Regional Workforce Development Funding Program.
This item was continued from a previous meeting as former Commissioner Mendoza recommended that it may be of interest to his replacement. Dr. Adkins volunteered to be the Commission's representative for the Regional Workforce Development Funding Program.
- 4.5. Discussion and possible action regarding the priorities of the Economic Development Workplan.
Mr. Gale stated that the Economic Development Workplan is now one year old and inquired if the Commission would like to update the Workplan annually and if so, the original facilitator Audrey Taylor of Chabin Concepts could be brought back to meet with the Commission to review and assist in an update.
Mr. Gale was directed to contact Ms. Taylor to coordinate a meeting to update the Workplan, maybe a two-hour meeting over a lunch time.

5. Items for Information and Discussion

- 5.1. Center for Economic Development CSU Chico:2009 Economic & Demographic Profile Workshop being held on November 18th
Attendees: Dave Burrow, Greg Heckman, Darin Gale
Commissioner Bains expressed an interest in attending as well. Staff will ensure that he will be registered.
- 5.2. Proposed annual elections of Chairman and Vice-Chairman
Mr. Gale stated that the Commission by-laws did not state the length of term for Officers of the Commission. He suggested that the Chairman and Vice-Chairman

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positions be elected annually in November, coinciding with the change of the Mayor of the City Council. This will give the opportunity for change. Election of a new Chairman and Vice-Chairman will be placed on the next agenda as an Action Item.

- 5.3. Establishment of regular dates and times for Economic Development Commission meetings – proposal of 4th Wednesday of each month at 4:00

It was unanimously decided that regular meeting will be scheduled for the fourth Wednesday of every month at 4:00 in the Sutter Room, beginning January 2010. Because of the holidays in November and December, the next meeting should be scheduled for the beginning of December. Staff will coordinate for an available date with the Commissioners.

- 5.4. Other items: www.thinkyubacity.net needs to be restructured and updated. Chairman Burrow asked how available properties are added to the site. Staff explained that the website is designed so that individual brokers can add their commercial properties on themselves.

6. Adjournment

Chairman Burrow adjourned the meeting at 5:20 p.m.