

MINUTES
CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
December 10, 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, Bains, Heckman, Oakes, and Chairman Burrow
Commissioner Adkins arrived at 4:15 pm

Absent: None

Pledge of Allegiance

Commissioner Oakes led the Pledge of Allegiance.

2. Approval of Minutes

Commissioner Bains moved that approve the minutes from the October 28, 2009 Regular Meeting. Commissioner Oakes seconded the motion that passed with a unanimous 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. Elections of Chairman and Vice-Chairman for Calendar Year 2010

Commissioner Karm Bains was nominated by Chairman David Burrow to be the Chairman of the Yuba City Economic Development Commission for Calendar Year 2010. Commissioner Scott Oakes seconded the nomination, which passed unanimously.

Commissioner Karm Bains nominated Commissioner David Burrow to be the Vice-Chairman of the Yuba City Economic Development Commission for Calendar Year 2010. Chairman Greg Heckman seconded the nominated, which passed unanimously.

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New Chairman Bains thanked out-going Chairman David Burrow for his leadership during the last year and serving as the first Chairman of the Yuba City Economic Development Commission.

4.2. Report on activities from Economic Development Manager

Economic Development Manager Darin Gale stated that his activities report will be short, due to the fact that the Commission will be discussing the update of the Economic Development Strategic Workplan.

- The first commercial broker's meeting was successful. Feedback that was received stated that it was beneficial to getting information out regarding Flood Control Issues and functions and responsibilities of the Economic Development Manager position.
- The new Highway 99 medians are complete and have turned out beautiful. The next project is the Highway 99/20 intersection. Manager Gale has met with an architect regarding possible designs.
- Commissioner Oakes asked a question regarding the Business Visit Program. Businesses are having some hard times with lack of capital. Darin Gale would like to set up a meeting with Commissioner Heckman to see what options are available.
- Manager Gale will bring an update of the Shop Local program expenses and outcomes (e.g. Deal of the Day on www.Thinkyubasutter.com)

4.3. Discussion and possible action regarding update of the priorities of the 2008 Economic Development Strategic Workplan to present to the City Council in January 2010.

Audrey Taylor, of Chabin Concepts, provided a review of the current Plan and economic environment. A Roundtable discussion occurred regarding ideas and goals (see attached presentation). Ms. Taylor was directed to provide the comments into an Annual Report and recommended updates to the Strategic Workplan to present to Council.

5. Items for Information and Discussion

5.1 Report on Center for Economic Development CSU Chico: 2009 Economic & Demographic Profile Workshop held on November 18, 2009. Attendees: Dave Burrow, Karm Bains, Greg Heckman

Chairman Heckman stated that the workshop presentation was thorough. The commercial market in Sacramento has been overbuilt, which has left them more affected by economic times than the Yuba City area.

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- 5.2 Report on Yuba City Commission Priority Setting Meeting held on November 16, 2009. Participants: Karm Bains, David Burrow.

Chairman Bains stated that the Priority Setting meeting was interesting and seemed based upon the Economic Development Strategic Workplan. There was a consensus among the group that the quality of life here is good.

6. Adjournment

Chairman Bains wished everyone a Happy Holiday and adjourned the meeting at 6:10 pm.



Yuba City

Economic Opportunities

vision

**Updating Yuba City's Economic Development
Work Plan - 2010**

**Economic Development Advisory Group
December 10, 2009**



Work Session Purpose

- Update strategy
- Start – Stop – Continue Exercise
- Be reflective of current economic environment and other issues affecting economic development
- Identify specific objectives for 2010 to accomplish
- How to report what has been done and what will be done? Annual Report?

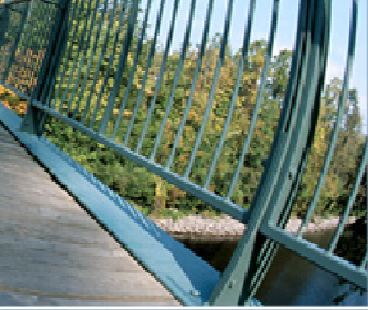


3 Key Initiatives

1. Grow opportunities for well paying jobs.
2. Create a positive and inspiring self-image.
3. Enhance the quality of life through collaborative and integrated actions.



vision



1. Grow opportunities for well paying jobs

Actions:

- **Business Climate**
 - City ED point person
- **Growth & Expansion of Existing Businesses**
 - Enterprise Zone
 - Technical Assistance
- **Business Space**
 - Land
 - Buildings – incubator-type facilities for start up
 - Sphere of influence
- **Workforce & Education**
 - Promote developing more than administration at YC campus
 - Skilled trades
- **Steady growth of new business**
 - Entrepreneurs, <50 employees, Niche businesses, Green businesses
 - Creative developments –Riverfront, Ag Tourism, Retirement, Regional Transit Hub



2. Creating a positive and inspiring self-image

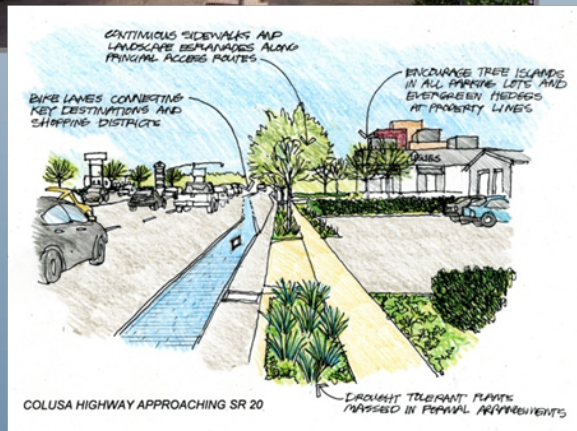
Actions:

■ Gateways

- Beautification of all **entrances** & corridors
- **Signage** to create *Sense of Place*
- Enhance areas with **landscaping**
- *Create a Business Improvement District for corridors*
- Plumas Street Shopping District

■ Promotions

- **Brand-refreshed slogan**
- Think Green
- Promote assets – location, cultural diversity, recreation, etc
- Promote outside the area
- Community events, arts





3. Enhance the quality of life through collaborative and integrated actions

■ Infrastructure

- Levees
- Transportation
- Water/Sewer

■ Education

- K-12 – Community College
- Think Green
- Vocational Training
- University Satellite Campus

■ Safety

- Zero tolerance – eliminate gangs
- Youth Activities
- Health care
- Police and fire