

MINUTES
CITY OF YUBA CITY
ECONOMIC DEVELOPMENT COMMISSION
January 27, 2010
Council Chambers – 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 Karm Bains at 4:05 p.m.

Roll Call

Present: Commissioners Burrow, Heckman, Oakes, and Chairman Bains
Commissioner Adkins arrived at 4:38 pm

Absent: None

2. Approval of Minutes

Commissioner Burrow moved to approve the minutes from the December 10, 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. Report on activities from Economic Development Manager.

Economic Development Manager Darin Gale gave an overview of his Report on Activities beginning with the BEAR program, which provided education to businesses on Small Business Administration loans. AB 811 is financed through property taxes for energy efficiency upgrades for homes. The goal next month is to bring to the Commission recommendation and ideas of programs for Yuba City. Commissioner Burrow stated that he is excited to hear the program is moving forward. This program is about local business organizations and put on by the Yuba Sutter Economic Development Commission and Chamber of Commerce.

Grow California/Grow Yuba-Sutter will help to identify local companies by creating an event to introduce services that may be needed. The cost is \$25,000. Mr. Gale will ask to have a Commissioner volunteer to participate

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- Q. Commissioner Heckman asked about the Feather River Mill project. He had not heard anything. Commissioner Heckman and Chairman Bains are on the committee.
- A. Mr. Gale stated that only 2 proposals were received. Both companies were asked to submit their plans by March 1st. Community Development Director Aaron Busch will set up a meeting with the committee members to evaluate the bids in March.
- Q. Commissioner Oakes asked about the 15 businesses that Mr. Gale visited and what is the feeling out there.
- A. Mr. Gale said he spent a lot of time promoting the Enterprise Zone. Most of the questions were regarding the availability of “free” money. There is a problem with credit lines disappearing. A flyer on the Enterprise Zone benefits was sent out with the Business License renewal form. Mr. Gale has received many calls.
- Chairman Bains stated there was a USDA meeting today. We are a city of over 50,000 and do not qualify for USDA loans. Most of the attendees were non-profits and government officials. Commissioner Bains said that USDA loans are one of the most popular real estate loans, but they need to be very rural.
- 4.2. Discussion and possible action regarding the update of priorities of the 2008 Economic Development Strategic Workplan to present to the City Council in February 2010.

Mr. Gale distributed copies of the Annual Report and Economic Development Strategic Workplan that were updated from the December 10th workshop with Audrey Taylor. The Annual Report and Workplan will be taken to Council for adoption.

Discussion

Commissioner Oakes would like to add a bullet for Culture/Community Amenities. The definition of culture is arts/museums, etc., that would enrich family like other than video and fast food. Mr. Gale stated that City staff are currently working on a Bike Path plan and will be discussing with Council.

Commissioner Oakes stated that when a business comes to town, they look at green belts, parks, signs, and other amenities. Commissioner Adkins stated that being new to the area, she appreciated the quaintness of the downtown. What is the impression of new comers?

Commissioner Oakes stated there should be things that does not cost money but will make a big impact. Business owners can be invited to Commission meetings. Mr. Gale states that he extends personal invitations to 25 businesses every other month for a business lunch. Commissioner Burrows stated that this can be a complaint session also, and an opportunity to connect.

Commissioner Oaks stated that there needs to be activities for kids and people to do locally instead of going to Roseville or Sacramento. Indoor soccer, more soccer fields, baseball, etc were discussed as well as birthday party venues.

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5. Items for Information and Discussion

Commissioner Heckman asked if there was a way to develop an information disk to give out to new businesses when they get a new business license. Commissioner Burrows asked if there was an Email database that we could use to help get information out. Mr. Gale stated that there is a new section on the City's business license program that will ask for email addresses and number of employees. This will help. Currently, we have 3,000 businesses in the system. Commissioner Burrows asked about a Bill Board – there is a lot of traffic that goes through town.

Mr. Gale stated that the next quarterly Commercial Brokers luncheon will be on February 22nd at El Zarape. He is inviting all the Commissioners to attend.

Chairman Bains asked about the Yuba Sutter Economic Development Corporation Workplan and how it works with the Yuba City Economic Development Workplan. Mr. Gale stated that the YSEDC works to attract business and the Chamber of Commerce works to retain/expand business. Mr. Gale works together with the YSEDC and Chamber of Commerce to ensure efforts are not duplicated. For Example, the Chamber has a Business Resource Guide, which is a starting point.

Commissioner Adkins stated that High school and Yuba College students could serve as interns and update the thinkyubacity.com website. The College can plan a year out if there are community service activities that may be useful for the Business Walk program as well. Commissioner Oakes said that this would be beneficial for students to have letters of recommendation for college.

Commissioner Burrows complimented Mr. Gale on his presentation to Council on January 19th.

6. Adjournment

Chairman Bains stated that on February 16th, the Annual Report and Workplan will be presented to Council and asked everyone to attend if available, and reminded the Commissioners to turn in their Statement of Economic Interest Form 700 to the City Clerk by March 12th.

Yuba City vs. River Valley High School Basketball game at 7:00

Chairman Bains adjourned the meeting at 5:20 pm.