

**MINUTES**  
CITY OF YUBA CITY  
ECONOMIC DEVELOPMENT COMMISSION  
**June 23, 2010**  
Sutter Room – City Hall  
1201 Civic Center Blvd, Yuba City CA 95993  
Regular Meeting 4:00 P.M.

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**1. Call to Order**

Roll Call

Present: Commissioner Burrow, Chairman Bains

Absent: Commissioners Adkins, Heckman, Oakes

Pledge of Allegiance

Mr. Don Kessel led the Pledge of Allegiance

**2. Approval of Minutes**

Approval minutes of the May 26<sup>th</sup> meeting was continued to the next Commission meeting, as there was not a quorum present.

**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. Items for Information and Discussion**

4.1. Chairman Bains provided a report on the Feather River Mills Public Meeting from Wednesday, June 16, 2010. Chairman Bains and Commissioner Burrow make up the Economic Development Commission's Ad Hoc Committee.

Community Development Director Aaron Busch stated that the review committee will be meeting on June 24<sup>th</sup>. The Ad Hoc Committee recommendation does not need to come from the whole Commission. Commissioner Burrow asked if there would be another meeting after that. Director Busch stated that if another meeting was necessary, it can be decided after the review committee meets and decides it needs more information.

Supervisor Stan Cleveland spoke on this item.

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- 4.2. Grow/California/Grow Yuba Sutter Event: Tuesday June 29, 2010 4:00-7:00 at Frank M. Booth in Marysville

Economic Development Manager Darin Gale stated that this event is being funded by NCCC - \$10,000, Yuba County - \$6,000, Sutter County - \$3,000, and Yuba City - \$3,000. This event is designed to attract new jobs and expand existing business. This is the kick-off event and hopes everyone can attend.

- 4.3. Development of an In-Room Tourist Guide for local hotels

Economic Development Manager Darin Gale stated that this is a condensed version of "Our Yuba-Sutter" Magazine. It will contain 24-32 pages and will be distributed to local hotels. This will provide information to people to want to return to the area as part of our tourism efforts. It is planned to have two separate printings and will have a calendar of events in the center. It will focus on Yuba-Sutter businesses, restaurants, and local attractions. It is an investment for future return visits to the area.

**5. Business for the Commission**

- 5.1 Report on activities from Economic Development Manager

Manager Gale thanked the Commissioners for their time and effort to learn and participate in the Feather River Mills project. Manager Gale discussed his report on activities. One of the priorities for economic development in the region is to continue to partner with the school districts. Large companies like Whole Foods have specific demographics that they use for their model, including ratio of college graduates. It is important long-term goal to work with the school districts to change the region statistics, starting with Kindergarten, First and Second graders.

- 5.2 Annual Budget 2010-2011

Manager Gale discussed his budget for Fiscal Year 2010/11. It continues to be a priority for the City Council to promote Yuba City. Economic Development cannot be static and needs to continuously update data and statistics.

**6. Adjournment**

In closing, Chairman Bains reminded everyone to submit their votes for the Flood Assessment. Ballots need to be received by June 30<sup>th</sup>. The meeting was adjourned at 5:05 pm.