

**AGENDA**  
CITY OF YUBA CITY  
ECONOMIC DEVELOPMENT COMMISSION  
**July 28, 2010**  
Sutter Room – City Hall  
1201 Civic Center Blvd, Yuba City CA 95993  
Regular Meeting 4:00 P.M.

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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 Economic Development website at [www.thinkyubacity.com](http://www.thinkyubacity.com) 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 aides or services can be arranged. City Hall TDD: (530) 822-4732.

**1. Call to Order**

Roll Call

- \_\_\_\_\_ Chairman Karm Bains
- \_\_\_\_\_ Vice-chairman David Burrow
- \_\_\_\_\_ Commissioner Kay Adkins
- \_\_\_\_\_ Commissioner Greg Heckman
- \_\_\_\_\_ Commissioner Scott Oakes

Pledge of Allegiance

**2. Approval of Minutes**

May 26, 2010 and June 23, 2010 Regular Meetings – copies submitted.

**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.

**4. Items for Information and Discussion**

- 4.1. Discussion of the Grow/California/Grow Yuba Sutter Event on June 29, 2010
- 4.2. Status of the In-Room Tourist Guide for local hotels

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**5. Business for the Commission**

- 5.1 Report on activities from Economic Development Manager
- 5.2 Report on Feather River Mills Project

**6. Adjournment**

**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.

**MINUTES**  
CITY OF YUBA CITY  
ECONOMIC DEVELOPMENT COMMISSION  
**May 26, 2010**  
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 Karm Bains at 4:02 p.m.

Roll Call

Present: Commissioner Burrow, Chairman Bains

Absent: Commissioners Adkins, Heckman, Oakes

Pledge of Allegiance

Mr. Don Kessle 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. Presentation:           Recology Ostrom Road Rail Project

Dave Vaughn, General Manager of Recology and Phil Graham, General Manager of the Ostrom Road Landfill provided the presentation (attached). Mr. Vaughn stated that the project is happening in Yuba County, however it is a regional facility. Mr. Graham stated that taking the proposed San Francisco garbage will only take 5 years off of the life of the landfill. Rail lines are seven times more efficient than trucks and can keep 180 trucks off of the road.

Tours are available of the Ostrom Road Facility. Please contact Mr. Graham at (530) 743-6321.

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4.2. Presentation:           Grow Yuba-Sutter

Mr. Gale stated that Grow Yuba-Sutter will have the kick-off event on June 29<sup>th</sup>. The top 50 community businesses will be contacted to participate. This event will also connect them with resources and key contacts through the State. These types of events have been occurring in the Bay Area. Sierra Nevada Brewery in Chico was able to take advantage of the resources and now has 400 employees worldwide. The event will provide a venue for business networking and opportunities to grow.

**5. Business for the Commission**

5.1 Report on activities from Economic Development Manager

Economic Development Manager Gale discussed his monthly activities report. Several businesses that participated in the Façade Improvement Program have completed their projects including: Estrada Engineering, Butlers Cleaners, Twin Rivers Polaris, and Tourist Hotel.

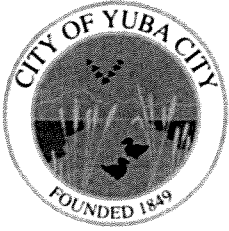
Mr. Gale stated that he attended the ICSC Trade Show and made great connections with national commercial tenants and developers keeping them knowledgeable about Yuba City and why Yuba City can meet their “model” for locating future sites.

5.2 Feather River Mills Public Meeting – June 16, 2010

Chairman Bains and Vice Chairman Burrow will attend the meeting and serve on the Council advisory committee.

**6. Adjournment**

Chairman Bains adjourned the meeting at 4:59 pm.



# REPORT ON ACTIVITIES

**Date:** July 23, 2010  
**To:** Economic Development Commission  
**Cc:** Steven R. Jepsen, City Manager  
Steve Kroeger, Assistant City Manager  
**From:** Darin Gale, Economic Development Manager

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

**Business Visits** – Since our last meeting, I visited 15 businesses to inform them of the City's economic development programs.

**Redevelopment Workshop** – I participated at the annual northern California redevelopment workshop in class regarding Owner Participation Agreements (OPA's) and Development and Dispositions Agreements (DDA.) Both DDA's and OPA's are key elements of redevelopment and will help as we explore new redevelopment projects and the use of redevelopment funds for economic development purposes.

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

**In-Room Yuba Sutter Magazine** – We continue to move forward on the In-Room Yuba Sutter Magazine. Our current timeline is for the magazine to be printed and distributed before November 2010.

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

**GreenWise** – As part of Sacramento Mayor Kevin Johnson's regional green initiative he has begun to work with all jurisdictions in the six county Sacramento region on greening our region to increase economic development opportunities. The main purpose of the GreenWise program is to build upon our regions green technology and increase economic development through state mandate green program. In the past month I participated as part of a group of economic development professionals on this effort. I will continue to strengthen this working relationship and report back when opportunities arise.

**GROW California/GROW Yuba Sutter –**

We held our first and very successful GROW Yuba Sutter event this past month. Over 40 local businesses were in attendance to hear about the program and learn from the panel of distinguished guest. As part of this program, a semiannual survey and will be conducted. At our July meeting I will review parts of the survey results.