

**CITY OF LOS BANOS  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES  
APRIL 16, 2012**

*ACTION MINUTES – These minutes are prepared to depict action taken for agenda items presented to the Economic Development Advisory Committee.*

**CALL TO ORDER:** Community Development Director Fitzgerald called the Economic Development Advisory Committee Meeting to order at the hour of 4:03 p.m.

**ROLL CALL – MEMBERS OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE PRESENT:** Kathy Ballard; Aleksey Dvorkin; Margaret Edwards; Michael Johnson; Shirley Napolitano; Elizabeth Stone; John Whala, Chamber of Commerce; Paula Fitzgerald, AICP, Community Development Department. Absent: Les Burrows.

**STAFF MEMBERS PRESENT:** Assistant Planner Elms

**CONSIDERATION OF APPROVAL OF AGENDA:** Motion by Faria, seconded by Ballard to approve the agenda as submitted. The motion carried by the affirmative vote of all Committee Members present. Absent: Burrows.

**CONSIDERATION OF APPROVAL OF MINUTES FOR THE MEETING OF MARCH 20, 2012:** Motion by Dvorkin, seconded by Ballard to approved the minutes as submitted. The motion carried by the affirmative vote of all Committee Members present. Absent: Burrows.

**PUBLIC FORUM: MEMBERS OF THE PUBLIC MAY ADDRESS THE COMMITTEE ON ANY ITEM OF PUBLIC INTEREST THAT IS WITHIN THE JURISDICTION OF THE COMMITTEE; INCLUDES AGENDA AND NON-AGENDA ITEMS. NO ACTION WILL BE TAKEN ON NON-AGENDA ITEMS. SPEAKERS ARE LIMITED TO A FIVE (5) MINUTE PRESENTATION.** No one came forward and the public forum was closed.

**DISCUSSION**

Community Development Director Fitzgerald informed the Committee that a Facebook page was created by staff for economic development and community events; explained the fiscal hardship the City would have with having a billboard; the Committee discussed having an event sponsor the billboard; also discussed private companies as being stakeholders who may be interested in contributing to a billboard (i.e. developers, realtors, tomato packing facilities); tasked Sandra Rae-Hansen to contact Gilroy's Chamber of Commerce President to obtain a model from the Garlic Festival for advertising.

Community Development Director Fitzgerald asked the Committee what their goals and objectives were for meetings; the Committee discussed first developing a plan of action for the group; wanted to put Los Banos on the map; discussed the idea of having a

business plan competition and utilizing grant money for businesses; also discussed prioritizing ideas.

**ADJOURNMENT.** The meeting was adjourned at the hour of 5:02 p.m.

APPROVED:

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Paula Fitzgerald, AICP, Chair

ATTEST:

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Stacy Souza Elms, Assistant Planner