

**CITY OF LOS BANOS  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES  
MARCH 19, 2013**

*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; Brett Jones; Sandy Rae-Johnson; John Whala, Chamber of Commerce; Paula Fitzgerald, AICP, Community Development Department. Absent: Tom Faria and Elizabeth Stonegrove.

**STAFF MEMBERS PRESENT:** Assistant Planner Elms

**CONSIDERATION OF APPROVAL OF AGENDA:** Motion by Rae-Hansen, seconded by Dvorkin to approve the agenda as submitted. The motion carried by the affirmative vote of all Committee Members present. Absent: Faria and Stonegrove.

**CONSIDERATION OF APPROVAL OF MINUTES FOR THE MEETING OF FEBRUARY 19, 2013:** Motion by Ballard, seconded by Rae-Hansen to approve the minutes as submitted. The motion carried by the affirmative vote of all Committee Members present. Absent: Faria and Stonegrove.

**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.

**PRESENTATION:**

- A. Cassandra Helmrick, 4NamelyU presented a t-shirt design concept to the Committee; Committee members asked Cassandra to use a brighter red on the back of the t-shirt; Committee members suggested using Facebook as a way to get the community involved in voting on the t-shirts; the price was discussed and set at 1 t-shirt \$10 or 2 for \$28; staff showed various pictures from the Milliken Museum to be used for the calendar; Committee members discussed preparing an 18 month calendar versus a 12 month calendar; staff discussed the meeting with the local art teachers in the community; expecting artwork the first week in May from students; staff passed around Street Faire schedule for booth volunteers.
- B. Staff explained the status of the digital sign; described the community's interest in using the digital sign and the waiting list process.

**ADJOURNMENT.** The meeting was adjourned at the hour of 5:03 p.m..

APPROVED:

**/s/ Paula Fitzgerald**  
Paula Fitzgerald, AICP, Chair

ATTEST:

**/s/ Stacy Souza Elms**  
Stacy Souza Elms, Assistant Planner