



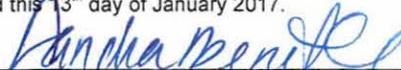
City of
Los Banos
At the Crossroads of California

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
MEETING NOTICE & AGENDA

January 17, 2017 at 4:00 p.m.
City Hall, Council Chambers
520 J Street
Los Banos, CA 93635

1. CALL TO ORDER.
2. ROLL CALL: (COMMISSION MEMBERS)
Ballard __, Council Member Faria __, Los Banos Chamber of Commerce Executive Director Faria __, Council Member Lewis __, Lowe __, Segura __.
3. APPROVAL OF AGENDA.
4. APPROVAL OF MINUTES – SEPTEMBER 19, 2016.
5. APPROVAL OF MINUTES – OCTOBER 17, 2016.
6. PUBLIC FORUM: Members of the public may address the Commission on an item of public interest that is within the jurisdiction of the Commission; which includes agenda and non-agenda items. No action will be taken on non-agenda items. Speakers are limited to a five (5) minute presentation.
7. DISCUSSION ITEMS.
 - A. Presentation – OpenCounter Enterprises, Inc. Custom Online Interface for Zoning and Business License Fee Information.
 - B. Presentation – Professional Services Agreement with Buxton Company for Retail Recruitment Strategy and Relationship Services.
 - C. Presentation – America’s SBDC California
8. COMMISSION MEMBER COMMENTS.
9. ADJOURNMENT.

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.
Dated this 13th day of January 2017.


Sandra Benetti, Planning Technician

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
REGULAR MEETING – SEPTEMBER 19, 2016**

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

CALL TO ORDER: Senior Planner Elms called the Economic Development Advisory Commission Meeting to order at the hour of 4:07 p.m.

ROLL CALL – MEMBERS OF THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION PRESENT: Kathy Ballard; David Dees; Bertha Faria, Chamber of Commerce; Brett Jones; Deborah Lewis, City Council; **ABSENT:** Tom Faria, City Council and Ann McCauley.

CONSIDERATION OF APPROVAL OF AGENDA: Motion by Lewis, seconded by Dees to approve the agenda as submitted. The motion carried by the affirmative action of all Commission Members present; T. Faria and McCauley absent.

CONSIDERATION OF APPROVAL OF MINUTES – MAY 16, 2016: Motion by Ballard, seconded by Jones to approve the minutes as submitted. The motion carried by the affirmative action of all Commission Members present; T. Faria and McCauley absent.

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

DISCUSSION – FORMATION OF A PROGRAM TO ASSIST IN THE CREATION OF NEW BUSINESSES IN LOS BANOS.

Commissioner Dees presented the item to the Commission and spoke regarding EDAC responsibilities, the success of the Mural Program, how he wants Los Banos to be a great place to live, looking into the future of Los Banos, the need for Los Banos to be a one-stop shop, the need to help entrepreneurs in their start up, how the ultimate goal of the Los Banos Business Creation Committee is to create new local businesses, the need to foster business creation, and the need to look into past programs to see what can be re-launched.

Commissioner Dees conveyed that EDAC can provide funds to pay for supplies to conduct polls, provide funds to promote training classes, provide space for training classes, provide space on the City's website about forming local businesses, waive fees for the first year of operation, and investigate new models to follow for business start up.

Commissioner Ballard spoke of how it is up to entrepreneurs to figure out what they want to do and mentioned that local schools offer business classes as well as the Future Business Leaders of America (FBLA) service club.

Council Member Lewis spoke of how one-third of the Los Banos population is made up of children under the age of 18 and are in school and how the number one drive here is education.

Commissioner Jones spoke of how microloans are not needed anymore because banks are willing to give applications to people, how Los Banos has to meet demographics for certain businesses to locate here, the importance of education, how its important for entrepreneurs to get out to other cities and see what is out there, the need to focus not on mom and pop type shops but on manufacturing because the space and labor force is here, and spoke of the need for more medical type uses.

There was discussion among staff and commissioners regarding the lack of infrastructure for certain industries.

Council Member Lewis spoke of how the City is working on bringing a large industrial park to the area, how its important to not give up hope on that, and the need to relocate the municipal airport to give room for a regional medical center.

Commissioner B. Faria left the meeting at 5:07 p.m.

There was discussion among staff and commissioners regarding the importance of business plans and education, the possibility of a farmer's market, how the mobile food vendor ordinance was revised, the need to reduce commuting for residents, how staff is working on things such as partnerships with property owners and farmer's markets, the need to work closer with Merced College, fine-tuning processes and streamlining others, and the possibility of a mentoring program.

Discussion item only; no action taken.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

BALLARD: No report.

DEES: No report.

B. FARIA: No report.

T. FARIA: Absent.

JONES: No report.

LEWIS: No report.

MCCAULEY: Absent.

ADJOURNMENT. The meeting was adjourned at the hour of 5:19 p.m.

APPROVED:

Sandra Benetti, Planning Technician

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
REGULAR MEETING – OCTOBER 17, 2016**

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

CALL TO ORDER: Senior Planner Elms called the Economic Development Advisory Commission Meeting to order at the hour of 4:05 p.m.

ROLL CALL – MEMBERS OF THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION PRESENT: Kathy Ballard; David Dees; Bertha Faria, Chamber of Commerce; Tom Faria, City Council; Brett Jones (arrived at 4:09 p.m.); Deborah Lewis, City Council; **ABSENT:** Ann McCauley.

STAFF MEMBERS PRESENT: City Manager Alex Terrazas, Senior Planner Stacy Elms, and Planning Technician Sandra Benetti.

CONSIDERATION OF APPROVAL OF AGENDA: Motion by Ballard, seconded by Lewis to approve the agenda as submitted. The motion carried by the affirmative action of all Commission Members present; Jones and McCauley absent.

CONSIDERATION OF APPROVAL OF MINUTES – SEPTEMBER 19, 2016: Motion by T. Faria, seconded by Lewis to continue the minutes to the next regularly scheduled EDAC meeting. The motion carried by the affirmative action of all Commission Members present; Jones and McCauley absent.

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

Commissioner Jones arrived at 4:09 p.m.

DISCUSSION – RESPONSE TO REQUEST FOR FORMATION OF A PROGRAM TO ASSIST IN THE CREATION OF NEW BUSINESSES IN LOS BANOS.

Senior Planner Elms summarized a list of requests made by Commissioner Dees at the previous EDAC meeting including requests that EDAC can provide funds to pay for supplies to conduct polls, provide funds to promote training classes, provide space for training classes, provide space on the City’s website about forming local businesses, waive fees for the first year of operation, and investigate new models to follow for business start up.

Senior Planner Elms went on to report that an Economic Development Strategic Plan is needed to create visioning and plan to set in motion to achieve goals, first step being the Strategic Plan, how the City Council adopted a resolution a few years ago that established an Economic Development Strategic Plan Task Force, how polling and surveys can be done using Flash Vote or Survey Monkey but the Strategic Plan would need to be in place first.

Commissioner Dees responded that there was no point in doing surveys or polls if there was no funding in place and inquired if the City would pay for supplies.

City Manager Terrazas spoke of the type of tool used for the survey being dependent upon the data the Commission is looking to find out.

Commissioner Dees spoke of his concern that the community is not wholly electronic so there would be a need for paper surveys as well.

City Manager Terrazas responded that depending on the amount of funds needed and the importance of the information the Commission is wanting to find out, the City could look into that.

Commissioner Dees inquired if there was funding for the Commission.

Senior Planner Elms responded that there is no funding for the Commission but staff could go to the City Council in the future to request funding if needed.

Senior Planner Elms went on to speak of the Stanislaus Alliance Small Business Development Center (SBDC) and how staff has reached out to them, how there are resources available to us, and how staff would like to see what it would take for them to have a local presence.

Commissioner Dees inquired if the City would provide space for workshops and trainings.

Senior Planner Elms responded that staff can look into the request.

City Manager Terrazas inquired if there could be a coordinated effort between the Chamber of Commerce, the local Merced College, and the City that could offer a series of classes.

Commissioner Dees responded that he would let the Chamber of Commerce take the lead in answering that question.

Commissioner Ballard pointed out that the Chamber of Commerce supports existing businesses and the point of discussion is for start up businesses.

City Manager Terrazas inquired if the Chamber of Commerce could provide classes for existing businesses.

Commissioner Ballard elaborated that the Chamber of Commerce cannot advertise to potential businesses, how the local high schools and college offer classes to students on how to run a business, and how there would be a need to identify who would be targeted for these classes and find out if there is an interest among those folks.

Council Member Lewis inquired about how the Commission would seek out those people who are looking to start a business and suggested reaching out to others who have already started their businesses and do classes for those folks who want to learn how to thrive when bigger businesses come to town.

City Manager Terrazas spoke of how the City could contract with an outside organization like SBDC to market and do grant management.

Chamber of Commerce Executive Director Faria spoke of a business faire opportunity to see if an interest exists for folks wanting to start a business.

There was discussion among Commissioners and staff regarding the suggestion of a partnership with the local office for Merced County Department of Workforce Investment, doing an online inquiry to pinpoint if an interest exists in this program, and using social media to push out information.

Commissioner Dees introduced Margaret Gomes who spoke about a Facebook group called Los Banos Bulletin and their purpose.

City Manager Terrazas suggested putting a survey together to see if there was interest and putting the link on Facebook.

Senior Planner Elms spoke of there being a section on the City's website now that discusses the process on starting a business in Los Banos and spoke of how it is possible that staff can ask the City Council to waive City fees for the first year.

City Manager Terrazas affirmed that he was not supportive of waiving fees.

Commissioner Jones stated that starting fees are just a drop in the bucket for costs for these businesses so they shouldn't be a deal breaker.

City Manager Terrazas spoke of looking into an online application called OpenCounter in which he hopes to bring to City Council for approval.

Commissioner Dees spoke of the importance of figuring out ways Los Banos can compete and what models fit nicely in this area.

Senior Planner Elms spoke of how that would be addressed in the economic development strategic plan.

Commissioner Dees spoke of his desire to bring Los Banos citizens out of poverty, lessen commute, spend more time with family, spend more money locally, and create local businesses and job.

Council Member Lewis pointed out that often times businesses that fail tend to start up without surveying the economic need for their business and they don't know what they are getting into.

Council Member Faria pointed out that commuters are typically attracted to mall-like structures and not downtown businesses, the need to look at demographics and how to target the commuters, how there is not a lot of discretionary income, and how the City is situated at the crossroads of California.

Ms. Gomes spoke of the possibility of building up 400-600 luxury units downtown for senior citizens.

Commissioner Dees spoke of the City of Roswell and how they thrived as a retired community.

Commissioner Ballard commented that several businesses that fail tend to choose bad locations because of cheap rent.

Discussion item only; no action taken.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

Senior Planner Elms spoke of cancelling the upcoming meetings in November and December, how staff is asking the City Council to change meeting dates to quarterly starting in January, staggering expiring terms, and reminded those who would like to reapply for a seat that they should do it by the deadline.

BALLARD: Spoke of the upcoming Special Events Stakeholders Group meeting.

DEES: Inquired about the plan to move forward.

City Manager Terrazas spoke of possibly partnering with the SBDC to bring them here to do workshops, grants for microenterprise loans, grant for downtown improvements, pursuing a business park, and the need to do a strategic plan.

Commissioner Dees added the need to attract light manufacturing to the community.

B. FARIA: No report.

T. FARIA: No report.

JONES: Inquired about the ability to stream code violations to water bills.

Senior Planner Elms responded that staff could look into that.

Commissioner Jones suggested a minimum fine of \$25 with no warnings and increase fines per offense.

LEWIS: Inquired about creating mural guidelines.

Senior Planner Elms confirmed that would be coming forward.

MCCAULEY: Absent.

ADJOURNMENT. The meeting was adjourned at the hour of 5:13 p.m.

APPROVED:

Sandra Benetti, Planning Technician