



City of
Los Banos
At the Crossroads of California

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
MEETING NOTICE & AGENDA

April 20, 2015 at 4:00 p.m.
City Hall, Conference Room A
520 J Street
Los Banos, CA 93635

1. CALL TO ORDER.
2. ROLL CALL: (COMMISSION MEMBERS)

Ballard ____, Dees ____, Dvorkin ____, Council Member Faria ____, Los Banos Chamber of Commerce Executive Director Faria ____, Jones ____, Council Member Lewis ____, McCauley ____.
3. APPROVAL OF AGENDA.
4. APPROVAL OF MINUTES – MARCH 16, 2015.
5. 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.
6. DISCUSSION
 - A. Mural Program Update (Continued from March 16, 2015)
 - B. Brainstorm Future Projects (Continued from March 16, 2015)
 - C. Commercial Curb Appeal
7. COMMISSION MEMBER COMMENTS.
8. 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 15th day of April, 2015.



Sandra Benetti, Planning Technician

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
MARCH 16, 2015**

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

ADMINISTRATION OF OATH OF OFFICE TO REAPPOINTED COMMISSIONER ANN MCCAULEY: City Clerk Lucy Mallonee administered the oath of office to Commissioner McCauley at 4:00 p.m.

CALL TO ORDER: Assistant Planner II Elms called the Economic Development Advisory Commission Meeting to order at the hour of 4:03 p.m.

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

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

CONSIDERATION OF APPROVAL OF MINUTES – JANUARY 20, 2015: Motion by Ballard, seconded by Dees to approve the agenda as submitted. The motion carried by the affirmative action of all Commission Members present, T. Faria 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. Assistant Planner II Elms opened the public forum. No one came forward to speak and the public forum was closed.

DISCUSSION – RECYCLE BIN ENCLOSURES FOR COMMERCIAL LOCATIONS. Commissioner Ballard presented her concerns, noting that enclosure areas for commercial trash and recycle bins are too small, homeless are making these areas into sites for refuge from the outside elements, the need for consumers to smash down their recyclables so they don't overflow from the bins.

There was discussion among Commissioners and staff regarding the possibility of enforcement of keeping trash bin gated enclosure areas closed and maintained, issues with people sorting through refuse bins in the residential neighborhoods, and the need for residents to comply with the rules regarding keeping bins out of public view.

DISCUSSION – MURAL PROGRAM UPDATE. Assistant Planner II Elms presented the update, noting the history of the program, its intended purpose, the amount of money raised so far, targeting a downtown location for the first mural, how the Milliken Museum will be painting a mural on their building wall that faces Pacheco Boulevard, and the possible locations for murals in the downtown area.

Commissioner Ballard spoke of her desire to see a mural painted in a location where the majority of the public will see it and suggested the wall on the California Dairies building on Pacheco Boulevard.

There was discussion among Commissioners and staff regarding mural locations in the downtown.

Assistant Planner II Elms spoke of how this program was modeled after the programs in Exeter and Lindsay who have downtown murals and walking tours, how Pacheco Boulevard businesses have the advantage of visibility over the downtown businesses, and how a site selector had stated to her that a healthy economy in the City is possible though having a viable downtown.

Commissioner Lewis challenged the Commissioners to view Newman's downtown, spoke of revitalization being key, and how a location downtown is most appropriate for the first mural.

Commissioner Dees spoke of the need to change how the City is developed, the need to go from a bedroom community to a destination city, and the need to put murals downtown and on Pacheco Boulevard.

Commissioner Dvorkin spoke of how we are ignoring economic forces and how money is on Pacheco Boulevard.

Commissioner B. Faria spoke of how Wal-Mart is the door to our city, how the stretch of Pacheco Boulevard from I street to Espana's looks unsightly, the need to paint our front door, and her agreement with Commissioner Ballard regarding putting the mural on Pacheco Boulevard.

Assistant Planner II Elms continued the item to the EDAC meeting on Monday, April 20, 2015.

DISCUSSION – BRAINSTORM FUTURE PROJECTS. Assistant Planner II Elms continued the item to the EDAC meeting on Monday, April 20, 2015.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

BALLARD: No report.

DEES: No report.

DVORKIN: No report.

B. FARIA: No report.

T. FARIA: No report.

JONES: No report.

LEWIS: No report.

MCCAULEY: No report.

ELMS: No report.

ADJOURNMENT. The meeting was adjourned at the hour of 5:04 p.m.

APPROVED:

Sandra Benetti, Planning Technician