



City of
Los Banos
At the Crossroads of California

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
MEETING NOTICE & AGENDA

June 15, 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 – MAY 19, 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. CONSIDERATION OF APPROVAL OF ASSIGNMENT OF THEME TO DOWNTOWN MURAL LOCATED ON THE SOUTHWESTERN FACING WALL OF 1048 SIXTH STREET (FARMERS INSURANCE).
7. DISCUSSION.

A. “Perk Up Pacheco” Initiative (Continued from May 19, 2015).
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 9th day of June, 2015.


Sandra Benetti, Planning Technician

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
MAY 19, 2015**

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

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; Bertha Faria, Chamber of Commerce; Tom Faria, City Council; Brett Jones (arrived at 4:06 p.m.); Deborah Lewis, City Council; Aleksey Dvorkin and Ann McCauley absent.

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; Dvorkin, Jones, and McCauley absent.

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

CONSIDERATION OF APPROVAL OF DOWNTOWN MURAL LOCATIONS.

Commissioner Jones arrived at 4:06 p.m.

Assistant Planner II Elms spoke of five locations in the downtown that the Commission could consider for the first three murals that included the southwestern facing wall of 1048 Sixth Street (Farmers Insurance), the southwestern facing wall of 1023 Sixth Street (Johnnie's Cleaners), the northeastern facing wall of 601 J Street (Los Banos Drug), the western facing wall of 609 H Street (Woolgrowers) and the northeastern facing wall of 1005 Sixth Street (Positive Changes).

Motion by B. Faria, seconded by Dees to designate the location of the first mural on the southwestern facing wall of 1048 Sixth Street (Farmers Insurance). The motion carried by the following roll call vote: AYES: Ballard, Dees, B. Faria, T. Faria, Jones, Lewis; NOES: none; ABSENT: Dvorkin, McCauley.

Motion by Lewis, seconded by Jones to designate the location of the second mural on the western facing wall of 609 H Street (Woolgrowers). The motion failed by the following roll call vote: AYES: Jones, Lewis; NOES: Ballard, Dees, B. Faria, T. Faria; ABSENT: Dvorkin, McCauley.

Motion by Ballard, seconded by B. Faria to designate the location of the second mural on the northeastern facing wall of 601 J Street (Los Banos Drug). The motion failed by the following roll call vote: AYES: Ballard, Dees, B. Faria; NOES: T. Faria, Jones, Lewis; ABSENT: Dvorkin, McCauley.

Motion by Dees, seconded by Jones to designate the location of the second mural on the southwestern facing wall of 1023 Sixth Street (Johnnie's Cleaners). The motion carried by the following roll call vote: AYES: Ballard, Dees, B. Faria, T. Faria, Jones, Lewis; NOES: none; ABSENT: Dvorkin, McCauley.

Motion by T. Faria, seconded by Dees to designate the location of the third mural on the northeastern facing wall of 601 J Street (Los Banos Drug). The motion carried by the following roll call vote: AYES: Ballard, Dees, B. Faria, T. Faria; NOES: Jones, Lewis; ABSENT: Dvorkin, McCauley.

Motion by Ballard, seconded by T. Faria to combine the discussion for item 7A – Discussion – Commercial Curb Appeal (Continued from March 16, 2015) and item 7B – Discussion – “Perk Up Pacheco Initiative. The motion carried by the affirmative action of all Commission Members present; Dvorkin and McCauley absent.

DISCUSSION – COMMERCIAL CURB APPEAL (CONTINUED FROM MARCH 16, 2015) AND DISCUSSION – “PERK UP PACHECO” INITIATIVE.

Commissioner Ballard spoke of funding constraints, asked what the limitations are and what the committee can utilize including staff time.

Assistant Planner II Elms inquired what perking up Pacheco would entail.

Commissioner Ballard spoke of enforcing codes including signage, colors, thrift stores on Pacheco Boulevard, and banana flags and altering the codes to make them more aggressive.

Assistant Planner II Elms spoke of how the sign ordinance was updated in 2010 and how the process included the formation of a sign committee that included merchants, how the City allowed such changes to be made, and how it may be time to revisit the sign ordinance again.

Council Member Lewis recommended that property owners update their property when changing tenants and spoke of her concern regarding commercial landscaping.

Council Member T. Faria spoke of how it should be required to bring buildings up to code and Americans with Disabilities Act (ADA) standards and gave the example of the Steitz building.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

BALLARD: No report.

DEES: No report.

DVORKIN: Absent.

B. FARIA: No report.

T. FARIA: Spoke of how he would like to discuss the positive things that Pacheco Boulevard has going for it at the next meeting.

JONES: No report.

LEWIS: No report.

MCCAULEY: Absent.

ELMS: No report.

ADJOURNMENT. The meeting was adjourned at the hour of 5:00 p.m.

APPROVED:

Sandra Benetti, Planning Technician