

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
REGULAR MEETING – APRIL 17, 2018**

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

CALL TO ORDER: Community & Economic Development Director Elms called the Economic Development Advisory Commission Meeting to order at the hour of 4:04 p.m.

ROLL CALL – MEMBERS OF THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION PRESENT: Kathy Ballard; Aleksey Dvorkin; Tom Faria, City Council; Deborah Lewis, City Council (arrived at 4:25 p.m.); Rhonda Lowe; Michelle Sandoval, Chamber of Commerce; **ABSENT:** Mary Segura.

STAFF MEMBERS PRESENT: Stacy Souza Elms, Community & Economic Development Director; Sandra Benetti, Planning Technician; Rudy Luquin, Associate Planner.

CONSIDERATION OF APPROVAL OF AGENDA: Motion by Faria, seconded by Lowe to approve the agenda as submitted. The motion carried by the affirmative action of all Commission Members present; Lewis (arrived at 4:25 p.m.) and Segura absent.

CONSIDERATION OF APPROVAL OF MINUTES – APRIL 18, 2017: Motion by Ballard, seconded by Lowe to approve the minutes as submitted. The motion carried by the affirmative action of all Commission Members present; Lewis (arrived at 4:25 p.m.) and Segura 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. Community & Economic Development Director Elms opened the public forum. No one came forward to speak and the public forum was closed.

Council Member Lewis arrived at 4:08 p.m.

INTRODUCTIONS – CITY STAFF, EDAC MEMBER, AND CONSULTANTS.

The following City Staff introduced themselves: Community & Economic Development Director Elms, Planning Technician Benetti, and Associate Planner Luquin.

The following EDAC Members introduced themselves: Commissioner Ballard, Commissioner Dvorkin, Council Member Faria, Commissioner Lowe, and Commissioner Sandoval.

Bay Area Economics Consultant Matt Kota introduced himself.

Informational item only; no action taken.

PRESENTATION BY BAY AREA ECONOMICS (BAE): HIGHLIGHTS OF ECONOMIC CONDITIONS AND TRENDS REPORT.

Mr. Kota presented the highlights of the Economic Conditions and Trends Report, which included a PowerPoint presentation, noting demographic highlights, local economy highlights, and projected economic growth.

Informational item only; no action taken.

EDAC DISCUSSION: FINDINGS FROM ECONOMIC CONDITIONS AND TRENDS REPORT.

There was discussion among Commissioners, staff, and consultant regarding when the demographic data was obtained, how retention is just as important as expansion when it comes to economic development, curiosity about the benefits that the warehouse development has brought to Patterson, how quality of life presents a challenge in attracting high earners due to a lack of quality shopping, restaurants, and entertainment, how prioritizing education level leads to higher wages, elevation of agricultural services, value added from food processing, need for businesses with a career ladder, Los Banos being a hub for duck hunters to gather during hunting season, branding Los Banos is a challenge due to Los Banos having multiple identities, and the importance of the state highways and interstate passing through the area.

Informational item only; no action taken.

EDAC DOT EXERCISE: REVIEW EXISTING ECONOMIC DEVELOPMENT ELEMENT GUIDING POLICIES AND IMPLEMENTING ACTIONS.

Mr. Kota had the Commissioners take part in an exercise to identify different guiding principles of the Economic Development Element of the General Plan and categorize them using dot stickers as important (green), unimportant/not relevant anymore (red), or important but could be revised/updated (yellow).

Informational item only; no action taken.

EDAC DISCUSSION: RESULTS OF DOT EXERCISE, INCLUDING IDENTIFICATION OF NEW GUIDING POLICIES AND IMPLEMENTING ACTIONS THAT SHOULD BE ADDED OR DELETED, AND/OR RECOMMENDED MODIFICATIONS TO EXISTING POLICIES AND ACTIONS.

Mr. Kota inquired about certain policies that were categorized as yellow and red and the Commission's thoughts behind those including importance of industry publications and

collateral materials and importance of locating an auto mall at either side of the proposed bypass.

Informational item only; no action taken.

EDAC DISCUSSION: BIG PICTURE ECONOMIC DEVELOPMENT IDEAS THAT SHOULD GUIDE PREPARATION OF THE UPDATED DRAFT ECONOMIC DEVELOPMENT ELEMENT.

Mr. Kota stated that he would tabulate the dot exercise data and send it to Community & Economic Development Director Elms and stated that the next step is to review the revised set of guiding principles and get feedback from the Commission at the next meeting in July.

Informational item only; no action taken.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

BALLARD: No report.

DVORKIN: No report.

FARIA: No report.

LEWIS: No report.

LOWE: No report.

SANDOVAL: No report.

SEGURA: Absent.

ADJOURNMENT. The meeting was adjourned at the hour of 6:05 p.m.

APPROVED:

/s/ Sandra Benetti

Sandra Benetti, Planning Technician