



MINUTES

**BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Davis Joint Unified School District Administration Building
East Conference Room, 526 B Street
Monday January 26, 2009
7:00 PM**

Commission Members: Anthony Costello, Chair, Greg Phister, Robert Agee, Anissa Nachman, Sydney Vergis, Tobin Richardson, Joe Hruban, (Michael Faust, Alternate), Mark Braly (Planning Commission Liaison), (Finance and Budget Commission Liaison Vacant)
City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)
City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

MINUTES

7:00 P.M. **1. Determination of Quorum and Seating of Alternates**

Absent: Vergis, Richardson, Nachman, Braly, Kemmerle. Councilmember Saylor.

Quorum determined @ 7:04 p.m.

Welcome to new Commission Alternate, Michael Faust

2. Approval of Agenda

Motion by Phister, 2nd by Agee

Passes unanimously @ 7:04 p.m. (Nachman, Vergis, Richardson absent)

3. Public Comment

This is the time for the public to address the Commission on matters not listed on the agenda. Presentation time will be at the discretion of the Chairperson.

No public comment

4. Approval of Minutes

- December 15, 2008

Moved by Agee, 2nd by Hruban

Passes unanimously @ 7:06 p.m (Nachman, Vergis, Richardson absent)

5. Staff Communication/Updates

ED staff explained the project update table, Council Long Range Calendar, new business license update, BEDC roster, BEDC calendar. Mentioned the BEDC's support for the Yolo Venture Community and the upcoming business competition. Distributed Yolo Venture

Community Business Ascent handout. Will be asking for some participants at the kickoff meeting. Explained the three stages of the business competition.

Commissioner commented on why BEDC is involved and the extent of that involvement.

ED staff provided a brief update on status of Trader Joe's, Target, and Westlake Shopping Center.

ED staff provided update on a "stimulus program" that extends approval dates for projects and to assist new projects for which an increase in a sewer connection fee applies.

ED Staff provided a brief overview of the City budget situation. Staff agreed to provide info to BEDC in future packets

6 Update on Lewis Cannery Park Project Process

ED Staff provided an overview of the process as it relates to the Lewis Communities Cannery Park application. Council direction:

1. Staff to proceed processing application
2. Staff prepare an all business-park alternative equal weight alternative in EIR
3. Asked BP plan be developed by staff rather than Lewis
4. Staff to initiate outreach to public and immediate neighbors.
5. Staff to prepare a business park land assessment

BEDC will weigh in at two points: First, to comment on the EIR project description including the business park alternative. Second, in the Fall they will review and make a recommendation on the project. The BEDC will not be reviewing the EIR.

Discussion followed regarding EIR timeline, outreach, etc.

Lewis Communities asked questions regarding BEDC's role and information provided to the commission.

ED Staff confirmed a final project description will be complete by end of March and will be placed on the March BEDC agenda. Staff emphasized this is a complex project with 3-4 staff working on it. Coordinating parallel efforts given the tight timeline is an ongoing challenge.

Brief discussion followed regarding the Cannery Park project and whether the proposal has changed. Staff confirmed it has not. Chair acknowledged the process is complicated but wants to strike a balance by not focusing too much attention on it given other things going on in town, but enough to be informed when the BEDC weighs in.

7. Business Park Lands Strategy

ED staff provided overview of Council-directed business park lands strategy. The initial focus will be on internal sites and their attributes at this point. This project was compared to with the Housing Evaluation Selection Committee (HESC) process, which looked at residential sites. This project will be similar but for commercial lands. It was emphasized that there will be a variety of meetings and outreach as the effort progresses. Questions to be answered will be how do we know what our need is? Should we consider sites outside the city? If so, which ones? Staff will seek feedback from a broad perspective, from the business community and

broader community. Staff will take all the information and come up with conclusions at the end of the summer. Staff will then seek a recommendation from the BEDC regarding the business park needs prior to making a recommendation on the Cannery Park application.

Discussion followed regarding the assumption we're running out of business park land and a Council goal to establish a business park. Staff stated questions such as "should there be a single business park or multiple smaller parks spread throughout the city?" will be raised. Staff stated interest is increasing in this region, particularly with "green" companies. What is the market in Davis? How do you reach the folks who might want to come here? We need to make every effort to find out who can help us find that information. What is the right mesh for Davis? How do we compete with the Bay Area and other California regions?

8. Council Goals

Council goals as they related to economic development were discussed. Chair wanted to ensure Council and BEDC goals and work plan are in alignment. Logistics regarding how to arrange for Council/BEDC discussion on the issue were discussed.

9. BEDC Work Plan

See Council Goals (discussion blended with Council goals)

10. Subcommittee Assignments/Reports

- Business Retention

Commissioner provided an update on some of the business visits conducted the past month. Business Retention subcommittee is interested in initiating a survey of some kind, either exit surveys, new business surveys, or surveys at business license renewal. The desire is to collect data from a consistent set of questions, which could lead to determining whether we should be doing things differently. An online survey is a possibility, as is enrolling in Sacramento Metrochamber's MetroPulse program.

Commissioner asked if there is a formal process to close a business. Staff responded there is not. City only finds out when they don't renew their business license. Commissioner emphasized there needs to be an online process for renewing and applying for business licenses.

Discussion followed regarding business outreach visits. Goal is to work with DDBA and Chamber but there are logistical challenges. Commissioner expressed concern about the consistency of approach and compiling of data due to the labor involved, subjectivity, and self-selection bias.

- Business Attraction

Staff provided a brief overview of efforts related to Golden Capital Network. Staff is trying to set up a meeting with core leadership within the Yolo County community. Commissioner recommended following up with GCN leadership and bringing them to a BEDC meeting.

- Community Enhancement

Brief discussion held regarding Amgen. Commissioner noted the Bicycle Hall of Fame (BHOF) will not be making a decision before the Amgen race. Discussion followed regarding field of competition for the BHOF. Organizers are cautiously optimistic.

Commissioner shared Chamber of Commerce Government Relations Commission (GRC) discussion on building ordinances in place by the City and the impact it has on the bottom line for developers and whether development is as feasible as it once was. If we're trying to grow our commercial base, but it's not feasible to build workforce housing, are Council goals canceling each other out?

- Work Plan and Data

ED Staff distributed draft Economic Indicators flow chart. Commissioner provided update on content of last subcommittee meeting. Looking at five key areas that we would attempt to populate with data that allow us to track changes over time and hopefully make comparisons with other jurisdictions. It would conceivably be an annual report.

Commissioner noted the BEDC has struggled with this issue for a while because of the lack of good data to help guide policy decisions. This effort is an attempt to start collecting some kind of information and create some kind of a model that can be added to and possibly find a consultant to take it from there to fill in the gaps.

11. Adjourn

Motion by Faust, 2nd by Phister.

Passed unanimously @ 9:18 p.m. (Nachman, Vergis, Richardson absent)