



MINUTES
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Davis Joint Unified School District Administration Building
East Conference Room, 526 B Street
Monday April 26, 2010
7:00 PM

Commission Members: Chair Robert Agee, Vice-Chair (vacant), Greg Phister, Sydney Vergis, Tobin Richardson, Michael Faust, Dave Robert, Alternate – (vacant),
Ex-Officio Members: Jeremy Brooks - Chamber of Commerce, Mark Rutheiser -DDBA, Reed Youmans -YCVB
Finance and Budget Commission Liaison -Donald Palm
City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)
City Staff: Katherine Hess, Community Development Administrator
Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

Amount of time for each item is approximate and subject to change.

1. Welcome New Ex-Officio Commission Members

Introductions made

2. Determination of Quorum and Seating of Alternates

Quorum determined at 7:08 p.m.

Absent: Councilmember Saylor, Commissioner Phister

3. Approval of Agenda

Agenda approved at 7:09 p.m.

4. Public Comment (5 min)

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.

Sue Greenwald spoke as a member of the public was an advocate of high tech businesses in Davis, stressed the need for medium and large businesses in Davis as they will help to drive the creation of other start-ups. Mixed use zoning sends the wrong message. Believes City should make concessions after attracting new businesses. At the Con Agra site the City gives 25% of the property tax to the County. High Tech also includes capital investment in equipment that also generates. Propose use of Con Agra for Business Park. Con Agra is walking distance from residential. Downtown area is better for housing. Woodland and Dixon have business parks.

5. Approval of Minutes (2 min) – March 22, 2010

Commissioner requested a correction to 2nd paragraph last sentence, “:2300 employers over the past TWO years”

Approved with correction @ 7:15 p.m.

6. Davis Downtown Business Association Quarterly Update (15 min)

Rosalie Paine Co-President of the DDBA provided the update. DDBA is pleased with creation of Ex-officio positions. DDBA's gift card program is going well, \$30 K in gift card sales were made during the holiday season.

Schoolapalooza, the first partnership between DSF and DDBA, was one of the most successful schoolapalooza events ever held. Friday night concert series will start in May. The DDBA will continue to participate in 2nd Friday ArtAbouts and will also work with UC Davis for Fall Welcome.

The Parking committee has finished 2010 – 2011 work plans. Parking permits downtown will continue to be encouraged by businesses and employees. The evaluation of E Street parking continues.

The Visioning committee is taking on some big issues. Developed the Brown Bag speaking series will be held this Wednesday by Don Saylor. Sydney and Joe Krovoza will be discussing the panhandling/loitering in downtown. What is coming out of the brown bag luncheon is a group of concerned stakeholders regarding the effects of homelessness and panhandling.

The DDBA has concerns regarding the 5th street Road Diet. The DDBA hopes the City will measure its performance and develop a timeline for doing just that. The DDBA also asked the city to have an “undo” plan if the road diet doesn't work.

The DDBA stated that regarding the brown bag, there was agreement for a need to educate the public to not give cash. Panhandlers come here because Davis is generous. The DDBA is pursuing ways to discourage the inclination to give money.

City staff explained the process of the 5th Street project. The council is scheduled tomorrow night for this item. The two actions for this project are to: initiate environmental review and consult with DDBA, Chamber, and other stakeholders with coming up with measurement items so that after the program, the performance can be assessed.

Ex-Officio member expressed concern about the cost of Phase II of the project and questioned what happened to the \$300-400K cost estimates?

Ex-Officio member expressed concern about spending money on the project when the city has no money and is struggling to cover the costs of basic services.

The DDBA reported a Picnic Day debrief meeting with the university will be held in early May. Picnic Day was fraught with challenges. It seems like those should be addressed systematically. Gary Sandy is organizing a meeting for May 10th with all the stakeholders to discuss the day. Kelly Stachowicz shared that the city attorney is looking at what other communities have done to address similar issues.

7. Appointment of Vice Chair (5 min)

New vice chair is needed resulting from Joe Hruban's resignation.

Motion (Commissioner Robert; Second, Commissioner Richardson): Nominated Commissioner Faust

Commissioner Faust accepted nomination

Motion approved unanimously

8. Review of Draft Business Park Land Strategy (BPLS) (60 min)

Staff Recommendation:

- a) Review the draft Business Park Land Strategy report
- b) Provide feedback on draft Business Park Land Strategy report
- c) Begin to discuss key policy questions raised by the draft Business Park Land Strategy report.
- d) Review community outreach process
- e) Review draft framework for Business Park, Office, and Light Industrial land decision-making

The origins of this study date back to the Cannery Park development application. That development application prompted a study of the feasibility of the Con Agra property as a dedicated business park. This is what is referred to as the “ESG Study”.

The ESG study, combined with the continued processing of the Cannery Park development application led to the desire for a better understanding of the long-term tradeoffs of rezoning the Con Agra property. This represents the birth of the Business Park Land Strategy.

The study was driven by eight primary questions serving as the focus of this study, including: does Davis need a business park? What are the City’s long-term needs for business park-type land? What strategies or actions should be taken to ensure the City has an adequate supply of business park-type land to support future development?

When those eight questions were analyzed by the study, they distilled down to four key policy questions that outlined in the study and in the memo:

- How much (and what type) business growth should the city pursue?
- How much land is needed?
- What actions will best support desired business growth?
- How do we maximize existing land?

BPLS is to provide information for the BEDC to begin discussing these “big picture” policy questions. A diagram for next steps is provided in the staff memo and study. A Technical Report with more detailed information will also be available.

Commission Chair summarized thoughts on the study. Asked commissioners to start thinking about things that strike you or are not developed enough that help us to move forward toward a recommendation for next month’s meeting.

Ex-officio member inquired about interviews and availability of technical report.

Brief discussion followed regarding land supply, role of Con Agra site, status of PG &E site, and process.

Eileen Samitz states that The Housing Element Steering Committee had a very strong opinion on the Con Agra property. They were very clear for the site not to be used as commercial. She stated there is a lot of residential surrounding and substantial neighborhood opposition to a business park at the site. A plan was developed with community support as a mixed-use site. The BEDC commission findings were that mixed use was best use for the site

Sue Greenwald stated that she respects Eileen’s position but many neighbors are okay with a business park there but that the Chair of the HESC (Housing Element Steering Committee), vice-chair, and others who have simply stated this is not true. They have never said this site is

not suitable for high tech industry. There is a real difference of opinion. They stated the HESC had a narrow discussion of the site's appropriateness for housing.

Commissioner asked if they can make a decision next month.

Ex-Officio Member suggested the timeline is too short. The volume of information being put forward is a lot.

Commissioner state a main concern is the lack of knowledge of how to pay for a desirable community. The amount of money to pay is extremely high.

Ex-Officio Member stated that Davis has become a retired community where the expenses are only rising and that the need for business parks is rising.

The staff states the business park issue is a policy question: how much do we want to pursue? The concept of looking outside the existing city limits. That question comes up sooner if ConAgra is rezoned. The current economy has bought us some time. Expanding the inventory is certainly a question this commission can raise.

Motion (Commissioner Faust; Second, Commissioner Robert): Request Finance and Budget Commission make a reasonable assessment of historic trends in projected revenue (including projected business growth on all existing commercial parcels identified in BPLS) compared to projected city expenditures over next 25 years (or as far out as possible) to identify any projected gaps.

Motion approved unanimously

MF (seconded, DR): We should ask B&F commission to make a reasonable assessment of what they think the budget of the city will be based on historical trends, so we have something to benchmark against.

Motion passes unanimously

Discussion followed regarding timeframe for BEDC making a recommendation. Staff stated this report is the beginning of the discussion, not the end. Discussion followed regarded next steps forums, and process. Decision was made to not commit to wait until Technical Report is available and then determine appropriateness of making a recommendation in May.

Eileen Samitz stated the 1998 business park study was not mentioned. She restated HESC statement on Con Agra property.

9. Staff Communication/Updates (2 min)

Staff shared the 5th Street project is on City Council's agenda tomorrow night. Staff also provided Commission Chair with attendance record. The importance of regular attendance was emphasized. Staff announced application has been received for the vacant commissioner position. Dave Robert was announced as official member.

10. Subcommittee Updates and Organization (10 min)

- Work Plan Assignments

Staff described the draft list of work plan items. Key projects include Economic Indicators, business outreach, Metropulse, Business Award program. Staff noted reviewing the redevelopment program has not been forgotten.

Commission Chair solicited participation on subcommittees.

Commissioner Robert: Business Retention, Business Outreach

Commissioner Vergis: Redevelopment

Ex-Officio Brooks: Redevelopment

Ex-Officio: Economic Indicators, Business Award

Ex-Officio: Redevelopment

Commissioner Richardson: Business Retention

Commissioner Faust: Economic Indicators

Commissioner Phister: Business Award, Business Retention

Staff announced a breakfast meeting on May 26th for a community forum on economic development. Dave Robert to volunteer

- Economic Indicators

Commission Chair stated the Steering Committee & Data subcommittee have met. Interns are now on board to help. Progress is being made. A budget has been developed and funds are being solicited to pay for students.

- Business Retention: No report

11. Future Agenda Items (2 min)

Staff stated the redevelopment presentation is tentatively scheduled for June.

12. Adjourn

Motion (Commissioner Faust; Second, Commissioner Robert)

Approved unanimously.

Future Meetings: May 24, 2010 and June 28, 2010

Any writing related to an agenda item for the open session of this meeting distributed to the Commission less than 72 hours before this meeting is available for inspection at City Hall, 23 Russell Blvd., Davis. Meeting facilities are accessible to persons with disabilities. Requests for alternative agenda document formats, meeting assisted listening devices or other considerations should be made through Sarah Worley by calling 530-757-5610 (voice) or 757-5666 (TDD).