



**MINUTES**  
**BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION**  
**Davis Joint Unified School District Administration Building**  
**East Conference Room, 526 B Street**  
**Monday February 23, 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

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

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

Meeting started @ 7:07

*Quorum determined @ 7:07 p.m.*

*Commissioner Faust Seated*

Absent: Nachman, Vergis, Richardson (excused), Hruban, Braly  
Councilmember Saylor

**2.     Approval of Agenda**

*Agee moved, Faust second. Approved @ 7:08 p.m.*

**3.     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.

No public comment

**4.     Approval of Minutes (5 min)**

- January 26, 2008

*Agee moved, Faust second. Approved @ 7:09 p.m. unanimously*

**5.     Chamber of Commerce Quarterly Report (15 min)**

Chamber representative absent

**6     Staff Communication/Updates (5 min)**

Staff described contents of the commission packet and indicated they will have an updated project list for the next meeting. Don Palm, stand-in liaison for the Finance Commission was introduced. Staff provided an overview of the economic stimulus package going before Council on 3/3/09. Brief discussion followed regarding business relocations and businesses coming online that may possibly benefit from the stimulus package.

## **7. Business Park Lands Strategy (30 min)**

Staff described the Business Park Lands Strategy project, why it is before the Commission and the outreach process. The action for the BEDC is to review the material, and confirm staff is raising appropriate questions. How do we answer the question: What is an adequate amount of land for future business park land use? Thrust of this effort is to work with business sector, so Council will have benefit of that information. Staff confirmed a commitment to complete the report by the fall prior to taking action on the Cannery Park application.

Chair asked about the timing of the General Plan update in relation to this project. Staff responded that if the GP gets a major update it would not be completed until after this project in which case the BPLS would roll into the GP process possibly serving as the ED piece of the update.

Discussion followed regarding querying the business community. The goal is to find out, what is the ideal mix for the community and how do businesses envision the economic future of Davis? The University will be queried first. Is there a way to partner with UCD to accomplish their needs here in Davis? Staff would also query local land owners, SACTO, SARTA, and technology companies.

Chair commented that others have unilaterally said it's not about a business park.

Commissioner suggested site selection consultants would be a good target group and that it would be helpful to ask larger companies like Intel and Apple to see what basic criteria they look for. Would a company install a business park because of Davis' amenities or would we spend 40 years trying to fill up a business park?

Council member indicated the lack of a plan and asked the BEDC to identify which businesses Davis needs and determine if we have enough space.

Discussion followed regarding vision versus information gathering as a starting point. Some of the vision already exists in the GP, ED Strategy and Council Goals but technical data is needed as well as opinions from the business community to help create the vision. Who might be in a business park, what are our long term land needs and how do we accommodate them?

Commissioner proposed a different approach. Start by deciding how much revenue we want to generate from the remaining 229 acres in order to determine what businesses to chase over the next 30 years. Staff concurred that such an approach is consistent with long term fiscal sustainability.

Commissioner asked if a long term analysis exists. Staff responded that we do not have anything beyond 5-6 years. Commissioner suggested using the Blueprint, specifically the jobs/housing balance, and the MTP 2035.

Chair requested action on commissioner's suggestion for Business Attraction and Business Retention subcommittees to participate.

Ken Topper of Lewis Communities brought attention to a typo in the packet referencing 10 acres of proposed business park in Cannery Park. Staff acknowledged the actual number is 20 acres. A correction will be made.

**8. Subcommittee Assignments/Reports (30 min)**

- Business Retention

Commissioner provided an update of outreach visits to a couple businesses and the perspectives of the owners such as:

- There are conflicting views about whether parking is a problem.
- Additional restaurant space is coming at the expense of retail space.
- A strongly held view that the increase in rents is an issue for some business owners.
- A lack of retail continuity along the breadth of a street affects business.
- The need to address the appearance of the alleyways downtown, shoppers impressions are important.
- Downtown Davis is a special place offering a quality shopping experience. Enhancing that experience into a positive event will bring people back, even from outside of Davis.
- They were exited about the outreach and appreciative of the City's efforts.

One business interviewed had large percentages of sales from outside Davis although they were not using the internet or even email.

Brief discussion about the questions asked of the businesses and how the questions were generated. Subcommittee member expressed desire to learn more about MetroPulse. Staff responded that Matt Yancy would be happy to meet with the subcommittee to share what MetroPulse is about.

Staff announced a visit to the UCD Lighting and Technology Center and Cooling Center on 3/11/09 from 3-6 p.m.

- Business Attraction

Chair explained how the Golden Capital effort is evolving and two new strategy changes for pulling the fund together which are:

1. They've found a real venture firm to be the hub. Firm is Wavepoint.
2. Golden Capital is focusing on business competitions as a way to bring out entrepreneurs and give investors a way to get to know them in a competitive environment.

Yolo competition runs from March through April. Our job is to help recruit angel investors to play a role in the competition.

Staff confirmed the dates of the YVC Competition as follows:

- 3/12 Kickoff to raise awareness at West Sacramento Civic Center and Galleria
- 3/26 Base camp screening from 40 businesses down to 20 at West Sacramento Hampton Inn  
*(This location has now been changed to West Sacramento City Hall)*
- 4/23 Speed pitch to narrow down to final 10 at Davis Community Chambers
- 4/29 Final ascent at Woodland Opera House

Staff has been having monthly mixers to reach out to entrepreneurs and create momentum. Will also be doing media outreach and will try to contact past Big Bang competitors.

- Community Enhancement

No report.

- Work Plan and Data

Commissioner provided overview of the Economic Indicators project. The goal is to assemble fragmented information into a series of indicators. The resulting chart is a summation of Davis' economic health.

Staff anticipates having a working document by the next meeting. Initial goal is an annual report. Long term vision is a database available even to the public. Stand in Liaison to Finance and Budget Commission requested to be involved. Commissioner stated the importance of community buy-in, business buy-in and getting input from people who do this for a living. Council Member asked if University interns could help. Staff indicated they currently have an advertisement at UCD for interns.

Jeanne Jones of Lewis Communities learned from the ESG report that UCD occupies 14% of space in Davis and encouraged the commission to examine and track that piece of data as an important indicator.

- 9. BEDC Work Plan (15 min)**
  - Discuss committee priorities/tasks for year

Chair requested to bump the work plan discussion to next month.

- 10. Future Agenda Items**

Chair rescheduled Chamber for next month. Staff indicated the DDBA is scheduled for next month. Chair expressed desire to have both next month or to push the CC to next quarter.

Chair asked the commission to confirm activities for subcommittees over the next month given the amount of important work for the BEDC to do.

Brief discussion followed regarding commissioner absences.

Chair expressed the desire to put Joe on the agenda to brief the commission on a couple ED ideas regarding organic farms around town.

Jeanne Jones of Lewis Communities noted the Davis/Woodland alternative transportation corridor would be the first connection ever between two cities by a dedicated bike route. Chair asked for an update on the alternative transportation corridor next month.

Chair will also update the commission on the bike museum next meeting and advised everyone to view the website. Council Member added that the bike museum has RDA funds set aside but they are also looking into grant funds.

Commissioner asked if they should also discuss the Davis-Woodland Incubator Business Park. Staff indicated a meeting is scheduled with the developer but the funding sources for these are different because they need to be subsidized. Chair asked for an update next meeting.

## **11. Adjourn**

*Meeting adjourned @ 8:51 p.m.*

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.

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**March 23, 2009, and April 27, 2009**