

Mayor's Economic Development Task Force Meeting Agenda



June 3, 2014

4:00 p.m.

City of Turlock Yosemite Room

156 S. Broadway, Turlock, California



Chair
Sharon Silva

Vice-Chair
Mike Brem

Council Representatives
John Lazar, Mayor
Amy Bublak, Councilmember
(Alternate Member)

Task Force Members

Rich Borba
Chris Borovansky
Michael Camara
Jeff Chapman
Jaskaran Dhesi
Eric Gonsalves
Julio Hallack
Benjamin Hector
Jennifer Helzer
Matthew Jacob
Diana Lynn Kaysen

Kris Klair
Yates McCallum
Richard Mowery
Jessie Orosco
Gil Perez
Jim Reape
Ram Saini
Larry Smith
Jan Tucker
Anokeen Varani
Ed Yonan

City Manager
Roy W. Wasden

City Attorney
Phaedra A. Norton

Assistant to the City Manager for
Economic Development/Housing
Maryn Pitt

Task Force Secretary
Stacey Tonarelli

Other Representatives

Gokce Soydemir
Kim Whitcomb

CSUS
Alliance

NOTICE REGARDING NON-ENGLISH SPEAKERS: The Mayor's Economic Development Task Force meetings are conducted in English and translation to other languages is not provided. Please make arrangements for an interpreter if necessary.

EQUAL ACCESS POLICY: If you have a disability which affects your access to public facilities or services, please contact the Secretary at (209) 668-5540. The City is committed to taking all reasonable measures to provide access to its facilities and services. Please allow sufficient time for the City to process and respond to your request.

NOTICE: Pursuant to California Government Code Section 54954.3, any member of the public may directly address the Task Force on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during consideration of the item.

AGENDA PACKETS: Prior to the Mayor's Economic Development Task Force meeting, a complete Agenda Packet is available for review on the City's website at www.cityofturlock.org and in the City's Administrative Office at 156 S. Broadway, Suite 230, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Task Force after distribution of the Agenda Packet are also available for public inspection in the City's Administrative Office. Such documents may be available on the City's website subject to staff's ability to post the documents before the meeting.

1. CALL TO ORDER

2. CITIZEN PARTICIPATION:

This is the time set aside for members of the public to directly address the Task Force on any item of interest to the public, before or during consideration of the item, that is within the subject matter jurisdiction of the Mayor's Economic Development Task Force. You will be allowed three (3) minutes for your comments. If you wish to speak regarding an item on the agenda, you may be asked to defer your remarks until the Task Force addresses the matter.

No action or discussion may be undertaken on any item not appearing on the posted agenda, except that Task Force may refer the matter to staff or request it be placed on a future agenda.

3. STAFF UPDATE:

- A. Economic Development Update (*Pitt*)

4. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:

5. CONSENT CALENDAR:

Information concerning the consent items listed hereinbelow has been forwarded to each Task Force Member prior to this meeting for study. Unless the Chairman, a Task Force Member or member of the audience has questions concerning the Consent Calendar, the items are approved at one time by the Task Force. The action taken by the Task Force in approving the consent items is set forth in the explanation of the individual items.

- A. Motion: Accepting Minutes of Regular Meeting of May 6, 2014

6. SCHEDULED MATTERS:

- A. Review of 2014 Economic Development Strategic Plan Draft (*Pitt*)

- B. Sub Committee Breakout Sessions

- Business Attraction
- Business Retention
- Marketing

Sub Committee Task:

Identify additional strategies pertaining to your sub groups to include under each goal.

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:

DRAFT

MAY 6, 2014
4:00 p.m.
City of Turlock, Yosemite Room
156 S. Broadway, Turlock, California

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Task Force

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1. **CALL TO ORDER** – Vice Chair Mike Brem called the meeting to order at 4:08p.m.
PRESENT: Task Force Members: Chris Borovansky, Amy Bublak (*Alternate Member*), Michael Camara, Jeff Chapman, Benjamin Hector, Matthew Jacob, Diana Lynn Kaysen, Kris Klair, John Lazar, Mayor, Yates McCallum, Richard Mowery, Jessie Orosco, Gil Perez, Jim Reap, Ram Saini, Larry Smith,

California State University Stanislaus Representative: Gokce Soydemir
Alliance Representative: Kayla Whitcomb

ABSENT: Task Force Members Rich Borba, Eric Gonsalves, Jennifer Helzer, Sharon Silva, Chairperson, Jan Tucker, Anokeen Varani, Ed Yonan
 2. **CITIZEN PARTICIPATION:** None
 3. **STAFF UPDATES:**
 - A. Economic Development Update (*Pitt*)

Ms. Pitt updated the Task Force members on various economic development activities including Monte Vista Crossing's permits for Dick's Sporting Goods and Joanne Fabrics, both targeting an open date by Christmas time. She reported two large projects are interested in the industrial area and have submitted permits. She then reported the status of Memo's Restaurant tenant improvements, Dustbowl Brewery expansion and its Dianne Drive facility, and the Turlock Town Center's possibility of a new anchor tenant.
 4. **DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATION:** None
 5. **CONSENT CALENDAR:**

Action: Motion by Task Force Member Hallack, seconded by Task Force Member Chapman, and unanimously carried to adopt the consent calendar as follows:

 - A. Motion: Accepting Minutes of Regular Meeting of April 1, 2014
 6. **SCHEDULED MATTERS:**
 - A. Stanislaus Business Alliance – Business Retention Survey Program (Dave White, CEO, Stanislaus Alliance) (*Pitt*)

Dave White, CEO of the Stanislaus Business Alliance presented to the Task Force members the various programs the Alliance offers as well as education and community partnerships. He highlighted resources the Alliance's offers to assist job seekers as well as assist employers/organization seeking specific workforce needs. He indicated the goal is to increase employment, employment retention, and wages of Stanislaus County

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residents as well as helping local businesses improve their productivity and competitiveness.

Mr. White reported on the Business Retention Program survey recently conducted on over 60 businesses. He reported the goal is to build and maintain relationships with the executives/owner, build trust and confidentiality, and assist with identifying employment needs, specific skill needs, and any specific issues relating to the productivity and success of the business. Mr. White reported that of the 60 businesses surveyed and data compiled, specific projects and employment skills needed were able to be identified. He also reported that from the data, employer's driving the current and future workforce are the entrepreneur's, middle market companies and family owned businesses verses major corporations.

B. Review of 2014 Economic Development Strategic Plan Draft (attached) (*Pitt*)

Ms. Pitt reported the draft plan before Task Members is a compilation thus far of comments and suggestions from the subcommittee groups. Vice Chairman Mike Brem reviewed the draft plan and further discussion included minor suggestions and editing.

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:

Chairperson Silva adjourned the meeting at 5:25 p.m.

RESPECTFULLY SUBMITTED

Stacey Tonarelli
Task Force Secretary/
Deputy City Clerk