

Mayor's Economic Development Task Force Meeting Agenda



January 7, 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
Mathew Davoodian
Jaskaran Dhesi
Eric Gonsalves
Julio Hallack
Benjamin Hectr
Jennifer Helzer
Diana Lynn Kaysen
Kris Klair

Yates McCallum
Richard Mowery
Jessie Orosco
Gil Perez
Jim Reape
Ram Saini
Jim Shade
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

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 UPDATES: None

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 December 3, 2013

6. SCHEDULED MATTERS:

A. Update reports from each subgroup to date.

1. Business Attraction
2. Business Retention and Expansion
3. Marketing

B. Break-out Group Sessions

1. Business Attraction
2. Business Retention and Expansion
3. Marketing – Telling the Story

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT



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1. **CALL TO ORDER** – Vice Chair Mike Brem called the meeting to order at 4:05 p.m.
PRESENT: Task Force Members: Chris Borovansky, Amy Bublak (*Alternate Member*), Michael Camara, Jeff Chapman, Matthew Davoodian, Eric Gonsalves, Benjamin Hector, Jennifer Helzer, Diana Lynn Kaysen, Kris Klair, John Lazar, Mayor, Richard Mowery, Jessie Orosco, Gil Perez, Ram Saini, Jim Shade, Larry Smith, Sharon Silva, Chairperson

ABSENT: Task Force Members: Rich Borba, Jaskaran Dhesi, Julio Hallack, Yates McCallum, Jim Reape, Jan Tucker, Anokeen Varani, Ed Yonan

2. **CITIZEN PARTICIPATION:** None

3. **STAFF UPDATES:** None

4. **DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:** None

5. **CONSENT CALENDAR:**

Action: Motion by Task Force Member Ram Saini, seconded by Task Force Member Larry Smith, and unanimously carried to adopt the consent calendar as follows:

A. Motion: Accepting Minutes of Regular Meeting of November 5, 2013

6. **SCHEDULED MATTERS:**

Vice Chair, Mike Brem reviewed the material provided to the Task Force group. He highlighted the 2003 Economic Development Strategic Plan and the updated Economic Development section of the General Plan with regard to site preparedness, business development, education and quality of life.

Discussion among Task Force members ranged from recession recovery of their respective industries and ongoing need for vocational training within the education system increasing qualified labor workers for industries such as agriculture, construction, and various processing type plants.

Staff Person Maryn Pitt reviewed the questionnaire included in the agenda packet and explained the process of the breakout groups. She asked the Task Force members review the strengths, weaknesses, opportunities and threats. Groups broke out into three categories:

1. Business Attraction
2. Business Retention and Expansion
3. Marketing – Telling the Story

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

It was suggested that the Task Force consider creating a Turlock for the next generation by engaging the various high schools to participate in dialogue, survey's, small group discussions in order to gauge that generations thoughts for the future development of Turlock.

8. ADJOURNMENT

Vice Chairperson Brem adjourned the meeting at 5:37 p.m.

RESPECTFULLY SUBMITTED

Stacey Tonarelli
Task Force Secretary/
Deputy City Clerk



Sub group: Business Attraction- Larry Smith

	Helpful	Harmful
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • Blue Diamond as an excellent example of the “new” Turlock. • Reduced “impact” fees. • Water and Waste water capacity • Low electrical costs. • Part of the new TRIP is shovel -ready with utilities already in. • “Fast track” processes to get permits and be able to publicize each success. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Past reputation for Turlock being hard to do business is still much perceived in the local business community. • Location – Not adjacent to Interstate 5 • High cost of waste water treatment is “shocker” to potential businesses. • Part of WISP does not have existing water, sewer and gas utilities ready to go.
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Food exports such as almonds, milk products. • Capitalize on Blue Diamond experience with other major ag/food businesses • Can we develop businesses that supply or are a vendor to our existing industrial businesses? • Rail line access 	<p>Threats</p> <ul style="list-style-type: none"> • Other communities such as Patterson. • Not being adjacent to Interstate 5

Goals

Turlock is a great place to live, work and entertain. Promote growth while maintaining a quality of life.

Job creation – Focus on industry clusters and recognize composition of current labor force.

Track how many jobs are created in Turlock each month or quarter.

Strategies

Industrial Businesses

- Seek out and develop new incentives and tools. Explore the formation of a city level Economic Development Corporation.

- Market the City's expedited processes as "Time Cost" savings

Commercial Businesses – "Need all of the ingredients to bake the cake."

- Match current labor force with a large unskilled component to attract commercial development that uses a large amount of unskilled labor, such as an outlet mall.

Other

- Development of tourism
- Develop other types general business incentives.



Mayor's Economic Development Task Force - Small Group Break-out Update

Sub group: Business Retention/Expansion- Mike Camara/Kris Klair

	Helpful	Harmful
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • We need to identify businesses that desire “close proximity to raw product or current sources. Enhance and expand business clusters. • Industries such as wholesale and construction. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of direct input from business leaders in agriculture, manufacturing and logistics. Need to conduct a survey of these leaders to gather input and important information on characteristics of human capital/labor, governance and policy. • Identify workforce challenges for existing businesses.
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Industries that could further developed such as hospitality and leisure. • Develop more concrete relationships with CSU Stanislaus through internship programs. 	<p>Threats</p> <ul style="list-style-type: none"> • It seems as though we lack a common cause – how do we unite business owners behind a clearly defined set of goals/objectives/mission statement?

Business Retention/ Expansion Sub Committee

Goals

- **Job creation and retention**
- **Expansion of the tax base – both property and sales tax**
- **Other?**



Mayor's Economic Development Task Force - Small Group Break-out Update

Sub group: Marketing- Chris Borovansky/ Jennifer Helzer

	Helpful	Harmful
Internal	Strengths <ul style="list-style-type: none"> • Education – K-16. • Climate. • Affordable utilities • Quality of life. • Sewer capacity • Social media 	Weaknesses <ul style="list-style-type: none"> • Lack of knowledge. • Need for mechanical workforce • Budget for marketing? • Need to identify who is the audience • What is the scale of our efforts?
External	Opportunities <ul style="list-style-type: none"> • Focus on resources • Social media. • Develop more concrete relationships with CSU Stanislaus through internship programs or extended education 	Threats <ul style="list-style-type: none"> • Problems with water availability for the long term. • Challenges from other communities who can offer or attract those businesses we want.

Business Marketing Sub Committee

Goals

- **Job creation and retention**
- **Expansion of the tax base – both property and sales tax**
- **Other?**

Strategies

How do we tell our story in order to attract or retain businesses

- Industrial businesses

- Commercial Businesses

- Other?

Are there specific issues we need to address?

Are there opportunities that we need to act upon?