

Mayor's Economic Development Task Force Meeting Agenda



February 4, 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 Hector
Jennifer Helzer
Diana Lynn Kaysen
Kris Klair

Yates McCallum
Richard Mowery
Jessie Oroscio
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

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:

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 January 7, 2014

6. SCHEDULED MATTERS:

A. 2003 Economic Development Plan Review/Assessment (*Pitt*)

B. Update reports from each subgroup to date

C. Break-out Group Session

- New Goals and Strategies Worksheet

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:



DRAFT

5A

MINUTES

Regular Meeting

Mayor's Economic Development

Task Force

-
1. **CALL TO ORDER** – Vice Chair Mike Brem called the meeting to order at 4:08 p.m.
PRESENT: Task Force Members: Amy Bublak (*Alternate Member*), Michael Camara, Jeff Chapman, Matthew Davoodian, Jaskaran Dhesi, Eric Gonsalves, Benjamin Hector, Diana Lynn Kaysen, John Lazar, Mayor, Richard Mowery, Jessie Orosco, Gil Perez, Jim Reap, Ram Saini, Jim Shade, Jan Tucker, Anokeen Varani, California State University Stanislaus Representative: Gokce Soydemir
Alliance Representative: Kim Whitcomb

ABSENT: Task Force Members: Rich Borba, Chris Borovansky, Julio Hallack, Jennifer Helzer, Kris Klair, Yates McCallum, Larry Smith, Sharon Silva, Chairperson, Ed Yonan

 2. **CITIZEN PARTICIPATION:** None

 3. **STAFF UPDATES:** Maryn.

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

 5. **CONSENT CALENDAR:**

Action: Motion by Task Force Member Jeff Chapman, seconded by Task Force Member Ram Saini, and unanimously carried to adopt the consent calendar as follows:
 - A. Motion: Accepting Minutes of Regular Meeting of December 3, 2013

 6. **SCHEDULED MATTERS:**
 - A. Update reports from each subgroup to date

Vice Chairman Mike Brem requested updates from the sub committees.
 1. Business Attraction – members reported discussing surveying businesses regarding City processes and procedures, potential businesses and industries and a shopping outlet potential.
 2. Business Retention and Expansion – members reported discussing identifying businesses to attract and establishing a letter campaign to highlight the City's strengths.
 3. Marketing – Telling the Story - members reported discussing collaboration with subcommittees to identifying a market strategy once other subcommittees provided business/industry audience.

 **DRAFT**

B. Break-out Group Sessions:

1. Business Attraction - member discussion included agricultural related businesses that are successful and expanding, proactively promote relocating or opening additional locations in Turlock, establish a target list of available list of properties. The group indicated the need of a cost of living index to determine cost of living for business relocation discussions and also suggested a separate website for perspective businesses to get general information
2. Business Retention and Expansion – member discussion included developing a series of questions for local business and possible use of social media resources. The subcommittee scheduled an additional meeting for January 21, 2014.
3. Marketing – Telling the Story: member discussion included identifying other industries than agriculture to focus on, marketing expenses and materials, identifying an audience to market towards and collaborating with the subcommittees once specific business/industries are identified to attract.

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:

Vice Chairperson Brem adjourned the meeting at 5:16 p.m.

RESPECTFULLY SUBMITTED

Stacey Tonarelli
Task Force Secretary/
Deputy City Clerk



2003 Economic Development Strategic Plan

Review and Assessment

The 2003 Economic Development Strategic Plan was a project undertaken by the City of Turlock, Stanislaus Alliance (then known as the Economic Development and Workforce Alliance) using ESI Corporation as Consultants and funded by a grant from the California Department of Housing and Community Development, Jobs to Housing Balance Improvement Grant Program.

The Plan also identified from the consultant's research and analysis a number of key strengths to leverage and key weaknesses to overcome in order for Turlock to optimize business development opportunities.

Strengths to Leverage

- Low electric power costs
- Unique and inviting downtown
- Regionals serving parks, including the Turlock Regional Sports Complex and Pedretti Park
- Proximity to Highway 99
- Mainline rail service
- Wastewater capacity
- Large outbound commuting population – could be enticed to work locally
- Labor availability is above average (except skilled)
- Quality of life – able to relocate management

Weaknesses to Overcome

- Limited land available for immediate construction
- Few available buildings
- Lack of basic skills and employability

The Mayor's Economic Task Force has conducted its own SWOT Analysis which will be used to update these strengths and weaknesses in the updated Plan.

The following summary outlines the goals and strategies contained in the 2003 Economic Development Strategic Plan. The purpose of this review is to ascertain those goals and strategies that have been met and those goals and strategies that should be carried over or modified as part of the new 2014 Plan.

As a second part to this exercise, we will also be adding new goals and strategies for which each sub group has already been working.

2003 Vision

We will support an economically and socially diverse population, and a vibrant and strong business community through partnerships and by fostering development that offers people the ability to live and work in Turlock.

<i>Overall Goal</i>	<i>Continue to develop Turlock as a great place to live and work.</i>
<i>Site Preparedness</i>	Goal 1 – Fully improved sites and buildings will be available for businesses to start up, expand and relocate in Turlock.
<i>Business Development</i>	<p>Goal 2 - The Turlock economic development partners will work in a coordinated manner to increase job opportunities in the city through the agri-sciences and medical services cluster.</p> <p>Goal 3 – Downtown Turlock will be the business, cultural and civic center of the city.</p> <p>Goal 4 – The community will host of wide variety of tourism and convention related activities.</p> <p>Goal 5 – The City of Turlock will support entrepreneurial and small business activities.</p>
<i>Education</i>	Goal 6 – Our educational system will build a citizenry which is prepared for the 21 st century workforce.
<i>Quality of Life</i>	Goal 7 –Turlock will be a leader in the Central Valley in the implementation of public art.

Goal 1 – Fully improved sites and buildings will be available for businesses to start up, expand and relocate in Turlock.

Strategies	Lead/Partners	Timeframe
1. Protect future business and industrial park areas in the general plan from being zoned or considered for other uses.	City	Underway <i>Ongoing</i>
2. A. Complete the WISP and integrate into the Turlock and County strategic plans B. Develop plan area fees to finance equitable infrastructure. C. Explore debt financing mechanisms to present to the west side property owners. D. Work with property owners to bring in a developer to improve the site. Recommend a variety of land ownership-developer relationships to make the deal work.	City City, realtors, property owners City, The Alliance, realtors, property owners City, The Alliance, realtors, property owners	Short Term Short Term Short Term Short Term
3. Based on the results of the WISP; issue a RFP to industrial/business park developers.	City, property owners	Short Term
4. A. Draft a brief annual report which demonstrates how infrastructure investments over the past year linked to the City's business development goals. B. Conduct an annual development impact fee review/cost-of-service analyses.	City City	Short Term <i>Ongoing</i> Short Term <i>Ongoing</i>
5. Apply to and utilize a variety of non-fee funding sources, such as the Economic Development Bank to get infrastructure in place for "shovel ready" sites.	City, The Alliance	Underway <i>Ongoing</i>

Goal 1 Strategies – continued

Strategies	Lead/ Partners	Timeframe
6. Take advantage of non-public funding sources for reduced impact to targeted businesses.	City, Economic Development Bank, RDA, The Alliance	Short Term <i>Ongoing</i>
7. Make a proposal to the Economic Development Bank advisory board to allow Bank funds to be used for development fee payback.	City	Short Term
8. A. Encourage owners of small adjacent parcels to offer their land as a single unit to a large user through assistance with marketing and parcel aggregation. B. Facilitate the application to merge small parcels with funds from the Economic Development Bank.	City, realtors, property owners	Underway <i>Ongoing</i>
9. Encourage the implementation of design and use standards and codes, covenants and restrictions (CC&R) in new business park areas to ensure that the types of structures built and the types of businesses located there are compatible.	City, developers, realtors, property owners	Short Term <i>Ongoing</i>
10. A. Work with the County, railroads and utilities to provide information on the location of telecommunications infrastructure which is located in their rights of way. B. Develop a GIS database of telecommunications infrastructure to use for planning efforts with the telecommunications companies.	City, County, railroads, utilities	Short Term
11. Notify telecommunications companies of planned City improvement projects which require accessing rights of way. Allow them to install their lines at the same time.	City, telecom companies	Underway <i>Ongoing</i>
12. Identify a framework with The Alliance to maintain a database of business and industrial parks and available sites and buildings to support business recruitment efforts	City, The Alliance	Short Term

Strategies

Goal 2 – The Turlock economic development partners will work in a coordinated manner to increase job opportunities in the city through the agri-sciences and medical services cluster.

Strategies	Lead/ Partners	Timeframe
1. A. Define the roles and relationships between the City, The Alliance, the Turlock Chamber of Commerce and the Turlock CVB.	City, The Alliance, Chamber, CVB	Short Term
B. Continue to support The Alliance's efforts, based on the defined relationships, through funding and active participation on committees and the organization's governance.	City, The Alliance	Short Term <i>Ongoing</i>
2. Identify and develop retention efforts by the City, the chamber of commerce and The Alliance to ensure that an effective business call plan is in place. Efforts will be coordinated and refined through a framework developed in cooperation with The Alliance.	City, Chamber, The Alliance	Short Term
3. Develop and strengthen the marketing materials and activities of the City, The Alliance, and the CVB.	City, CVB, The Alliance	Short Term
4. Develop a protocol with The Alliance for potential leads, and encourage those which cannot be accommodated in Turlock to locate in other communities within the county.	City, The Alliance	Short Term
5. Participate in efforts by The Alliance to create a common core of economic development data, including documentation of the permitting process, identification of zoned and served land, utilities and other information as needed.	City, The Alliance	Short Term

Performance Measures: Define the relationships between economic development partners.
Participation with The Alliance on the development of a business call program, lead handling protocols and economic development database.

Goal 3 – Downtown will be the business and cultural center of the City.

Strategies	Lead/ Partners	Timeframe
1. Work with downtown property owners to develop a mechanism to ensure adequate maintenance of downtown.	City, property owners, Turlock Downtown Association	Short Term
2. Develop a walking map of downtown that shows parking, public venues, shopping, etc.	CVB, City, business owners, Turlock Downtown Association	Short Term
3. Continue the Commercial Building Improvement program.	City	Underway <i>Ongoing</i>
4. Encourage business owners to have employees and customers to park in the rear.	City, property owners, business owners, Turlock Downtown Association, Chamber	Short Term

Performance Measures: Funding for downtown maintenance secured.

Goal 5 – The City of Turlock will support entrepreneurial and small business activities.

Strategies	Lead/Partners	Timeframe
1. A. Work with the Small Business Development Center (SBDC) to identify the types of entrepreneurs and their space requirements.	City, SBDC, local employers	Short Term
B. Work with large and mid-size employers in the area to identify the suppliers to their products and users of their products. Focus on those suppliers and users which could be small businesses	City, The Alliance, local employers	Short Term

Strategies	Lead/Partners	Timeframe
2. Work with local builders, developers and real estate brokers to identify the types of building requirements and amenities being requested in the area. Amenities such as ceiling height, telecom infrastructure, square footage, etc. should be identified.	City, The Alliance, builders, developers, real estate brokers	Short Term
3. Work with The Alliance to facilitate the location of an incubator in the city of Turlock.	City, The Alliance	Short Term
4. Encourage a partnership of local non-profits and private sector businesses in related industries to support the incubator.	City, The Alliance, Chamber	Short Term

Performance Measures: Development of business incubator plan.

Goal 6 – Our educational system will build a citizenry which is prepared for the 21st century workforce.

Strategies	Lead/Partners	Timeframe
<p>1. Offer regular school day concurrent enrollment MJC classes at local high schools. These could include:</p> <ul style="list-style-type: none"> ▪ College prep courses such as English 1A 	<p>School District, MJC</p>	<p>Short Term</p>
<p>2. Encourage MJC to offer evening classes at the District's high schools. Benefits include:</p> <ul style="list-style-type: none"> ▪ Students would not have to travel outside of the local community to take community college courses which may encourage a greater number of students to pursue post-secondary education. ▪ Existing high school classrooms could be utilized more hours of the day. ▪ Existing Adult School staff could provide some coordination support. 	<p>School District, MJC</p>	<p>Short Term</p>
<p>3. Utilize internships, job shadowing and other workplace learning activities to expose high school students to employment opportunities which exist in the community. Formal links between high schools and employers should be established to ensure that these opportunities continue.</p>	<p>School District, local employers</p>	<p>Short Term</p>
<p>4. Promote Turlock Adult School as a training resource for the business community.</p>	<p>School District, City, Chamber, The Alliance</p>	<p>Short Term</p>

Performance Measures: Up to forty students per semester enrolled in MJC courses in Turlock.
 30 internships set up with the school district
 120 students per year participating in job shadowing activities

Goal 7 –Turlock will be a leader in the Central Valley in the implementation of public art.

No strategies were identified.

6C



2014 Economic Development Strategic Plan

New Goals and Strategies

Sub Group Name _____

After review the previous 2003 Economic Development Strategic Plan, what new goals need to be considered?

1. _____

2. _____

Are there suggested goals for your sub group area? (Goals related to Business Attraction, Business Retention or Marketing)

Return to Maryn at the end of the meeting.

Did the group schedule their next sub group meeting? If so when? _____