

# Mayor's Economic Development Task Force Meeting Agenda



November 5, 2013

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  
Jeff Chapman  
Jaskaran Dhesi  
Julio Hallack  
Jennifer Helzer  
Yates McCallum  
Jessie Orosco  
Jim Reape  
Jim Shade  
Anokeen Varani  
Kris Klair  
Ed Yonan

Michael Camara  
Matthew Davoodian  
Eric Gonsalves  
Benjamin Hector  
Diana Lynn Kaysen  
Richard Mowery  
Gil Perez  
Ram Saini  
Jan Tucker  
Chris Borovanski  
Lawrence Smith

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](http://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:**

1. Community 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 October 1, 2013

**6. SCHEDULED MATTERS:**

- A. Economic Development 101 (*Stanislaus Alliance*)
- B. Goals and Objectives (*Mayor Lazar & Chair Silva*)
- C. Breaking the Task Force into Working Groups (*Pitt*)
  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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OCTOBER 1, 2013  
4:00 p.m.  
City of Turlock Yosemite Room  
156 S. Broadway, Turlock, California

**MINUTES**  
*Special Meeting*  
*Mayor's Economic Development*  
*Task Force*

- 1. **CALL TO ORDER** – Chairperson Silva called the meeting to order at 4:05 p.m.  
**PRESENT:** 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, Richard Mowery, Jessie Orosco, Gil Perez, Jim Reape, Ram Saini, Jim Shade, Larry Smith, Jan Tucker, Anokeen Varani, Ed Yonan, John Lazar, Vice-Chair Mike Brem, Chairperson Sharon Silva, Amy Bublak, *(Alternate Member)*  
**ABSENT:** Task Force Members, Yates McCallum, Gil Perez

**2. INTRODUCTION AND ADMINISTRATION OF OATH OF OFFICE**

- A. Chair Silva welcomed newly appointed members and self-introductions were made.
- B. City Clerk Kellie Weaver administered the Oath of Office to the newly appointed members.

**3. PUBLIC PARTICIPATION: None**

**4. SCHEDULED MATTERS:**

- A. City Manager Roy Wasden presented an overview of the project and role of the task force. He highlighted the importance of economic growth related to attracting, retaining and growing businesses within the City. He stated that more and more cities are competing against each other to not only attract new business but also to retain existing businesses. Mr. Wasden advised the group that areas of interest in the City to develop are the 2600 acres of Turlock Regional Industrial Park, the downtown area and Geer Road and Monte Vista Road corridor.

**Action:** None. Informational Item Only

- B. City Attorney Phaedra Norton provided an overview of the Ralph M. Brown Act, the abc's of the Institute for Local Government, the process and requirements for Agendas as well as requirements for obtaining quorums. She advised that the City Council, commissions and advisory boards all conduct its business in an open public forum and encourages public participation.

**Action:** None. Informational Item Only

- C. Deputy Director of Development Services/Planning Manager Debbie Whitmore provided information on the City's General Plan Update (GPU) adopted in 2012. She described the document's purpose is to establish a vision, strategies, goals and purposes with regard to short term and long term land development within the City.

**Action:** None. Informational Item Only



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- D. Assistant to the City Manager for Housing and Economic Development Maryn Pitt presented information regarding the Economic Development Strategic Plan and a Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis. She highlighted two economic sectors of importance to the City are developing and recruiting industrial businesses as well as retail/commercial businesses which generate sales tax revenue. Ms. Pitt gave examples of strengths and weaknesses, internal and external factors that drive economic development.

**Action:** None. Informational Item Only

- E. Ms. Pitt spoke regarding the project timeline for the task force. She identified it to be a year long project with the task force meeting as a whole on a monthly basis through December 2014. She advised the group would break out into three separate sub groups that would have specific areas of economic development to focus on.

**Action:** None. Informational Item Only

- F. Chairperson Silva introduced a question and discussion period which included questions related to form of proposals from task force members, business retention and expansion, marketing, infill of vacant retail or business offices, site selection criterias and key elements of how it applies to business attraction.

**Action:** None. Disussion/Informational Item Only

- G. Chairperson Silva introduced dicussion regarding a meeting schedule for the group. The consensus was to meet monthly on the first Tuesday of each month at 4:00 p.m.

**Action:** None. Discussion/Informational Item Only

## 7. ADJOURNMENT

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

RESPECTFULLY SUBMITTED

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Stacey Tonarelli  
Task Force Secretary/  
Deputy City Clerk

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