

# Economic Development Work Group Special Meeting Agenda



**APRIL 24, 2019**

**4:00 p.m.**

**City of Turlock Yosemite Conference Room  
156 S. Broadway, Turlock, California**



Chair  
**Amy Bublak, Mayor**

Council Representative  
**Andrew Nosrati, Councilmember**  
(Alternate Member)

City Manager  
**Robert C. Lawton**

Task Force Members

**James Figurell**  
**DJ Fransen**  
**Jeffrey Lewis**  
**Chris Nichols**  
**Sam Romeo**  
**Rob Santos**

City Attorney  
**Douglas L. White**

Assistant to the City Manager for  
Economic Development and  
Housing  
**Maryn Pitt**

**SPEAKER CARDS:** To accommodate those wishing to address the Work Group and allow for staff follow-up, speaker cards are available for any agenda item or any other topic delivered under Public Comment. Please fill out and provide the Comment Card.

**NOTICE REGARDING NON-ENGLISH SPEAKERS:** The Economic Development Work Group 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 City Clerk's Office 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 Economic Development Work Group on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during the Work Group's consideration of the item.

**AGENDA PACKETS:** Prior to the Economic Development Work Group 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 Clerk's Office at 156 S. Broadway, Suite 230, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Work Group after distribution of the Agenda Packet are also available for public inspection in the City Clerk's 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. **PUBLIC PARTICIPATION:**

Pursuant to California Government Code Section 54954.3(a), this is the time set aside for citizens to address the Economic Development Work Group concerning any item that has been described in the notice for this meeting, including Consent Calendar items, before or during consideration of that item. You will be allowed five (5) 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 Work Group addresses the matter.

## 3. **STAFF UPDATE: None**

4. **DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS**

5. **CONSENT CALENDAR: None**

6. **SCHEDULED MATTERS:**

- A. Review City of Turlock Economic Development Strategic (EDS) Plan (*Pitt*)

***Recommended Action:***

No formal action will be taken. This item is informational only.

- B. Economic Vision and Goals Discussion (*Pitt*)

***Recommended Action:***

Seeking direction to establish Economic Vision and Goals

- C. Review Sales Tax Revenue Quarters and Trends for 2014-2018 (*Pitt*)

***Recommended Action:***

No formal action will be taken. This item is informational only.

- D. Action Plan / Focus Areas: (*Mayor Bublak*)

1. Industrial Park

- a) National Marketing for Business Recruitment Citywide communications Online Target Marketing Competitive Issues Data and Results Tracking (ROI, Updates on Achieving Goals)

2. Regional Shopping/Business Destination

- a) Regional Marketing for \$3 Billion Purchasing Power Online Target Marketing Internet Issues/E-Commerce Data and Results Tracking (ROI, Updates on Achieving Goals)

***Recommended Action:***

Seeking direction to establish an Economic Development Action Plan

7. **TASK FORCE MEMBER COMMENTS**

8. **ECONOMIC DEVELOPMENT WORK GROUP ITEMS FOR FUTURE CONSIDERATION**

**9. ADJOURNMENT**

The foregoing meeting is hereby called by Mayor Amy Bublak at the above mentioned date and time pursuant to California Government Code §54956.



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AMY BUBLAK, Mayor