

Mayor's Economic Development Task Force Meeting Agenda



March 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

City Manager
Roy W. Wasden

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 Orosco
Gil Perez
Jim Reape
Ram Saini
Jim Shade
Larry Smith
Jan Tucker
Anokeen Varani
Ed Yonan

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. California State University Stanislaus Strategic Planning Class Project (*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 February 4, 2014

6. SCHEDULED MATTERS:

- A. Updated 2003 Economic Development Strategic Plan (*Pitt*)
- B. County-Wide Vocational Education Project (*Alice Pollard*)
- C. Break-out Group Session
- New Goals and Strategies Worksheet

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:

FEBRUARY 4, 2014

4:00 p.m.

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

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1. **CALL TO ORDER** – Vice Chair Mike Brem called the meeting to order at 4:04 p.m.
PRESENT: Task Force Members: Chris Borovansky, Amy Bublak (*Alternate Member*), Michael Camara, Jeff Chapman, Eric Gonsalves, Jennifer Helzer, Diana Lynn Kaysen, Kris Klair, John Lazar, Mayor, Richard Mowery, Jessie Orosco, Gil Perez, Jim Reap, Ram Saini, Larry Smith, Jan Tucker
California State University Stanislaus Representative: Gokce Soydemir

ABSENT: Task Force Members: Rich Borba, Matthew Davoodian, Jaskaran Dhesi, Julio Hallack, Benjamin Hector, Yates McCallum, Jim Shade, Sharon Silva, Chairperson, Anokeen Varani, Ed Yonan
Alliance Representative: Kim Whitcomb
 2. **CITIZEN PARTICIPATION:** None
 3. **STAFF UPDATES:**

Maryn Pitt updated the Task group on the Monte Vista Crossing announcement of seven (7) new tenants going into the shopping center with an estimated ready date of late spring 2014.
 4. **DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATION:** None
 5. **CONSENT CALENDAR:**

Action: Motion by Task Force Member Ram Saini, seconded by Task Force Member Jeff Chapman, and unanimously carried to adopt the consent calendar as follows:
 - A. Motion: Accepting Minutes of Regular Meeting of January 7, 2014
 6. **SCHEDULED MATTERS:**
 - A. 2003 Economic Development Plan Review/Assessment (*Pitt*)

Vice Chair Mike Brem reviewed the 2003 Economic Development Plan with Task members. They reviewed the strengths, weaknesses, goals and strategies. Recommendations were made to update the Plan as discussed.
 - B. Update reports from each subgroup to date

The Business Retention and Expansion sub group reported to the group that they invited Ms. Anna Eshoo and Ms. April Cabral to assist the group in partnering students with local small businesses to assist them in developing a social media program. Professor Nancy F Burroughs, Ph.D., Chair, of the Communication Studies Department from

California State University Stanislaus was also invited to assist the subcommittee with social media tasks.

C. Break-out Group Session

- New Goals and Strategies Worksheet

Vice Chair Mike Brem postponed the subcommittee break-out sessions until the March 4, 2013 meeting.

7. TASK FORCE ITEMS FOR FUTURE CONSIDERATION:

8. ADJOURNMENT:

Vice Chairperson Brem adjourned the meeting at 5:35 p.m.

RESPECTFULLY SUBMITTED

Stacey Tonarelli
Task Force Secretary/
Deputy City Clerk

CoA



Updated- 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.

At the last task force meeting in February, the group reviewed the 2003 goals and deleted the strategies that had already been achieved. This document is an update to that previous document. 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.

Strengths to Leverage

- Competitive 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
- Water availability
- Wastewater capacity
- Skilled outbound commuting population that could be employed locally
- Labor availability is above average (except skilled)
- Quality of life

Weaknesses to Overcome

- Distance to Interstate 5
- Few available buildings
- Lack of basic skills and employability

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.

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 agriculture, manufacturing, logistics 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 community events.</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 access to art, music and other cultural events. |

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

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 analysis.

8.(a) Encourage owners of small adjacent parcels to offer their land as a single unit to large user through assistance with marketing and parcel aggregation.

(b) Facilitate the application to merge small parcels with funds from the Economic Development Bank.

Additional Strategies:

Updated Turlock

Goal 2 – The Turlock economic development partners will work in a coordinated manner to increase job opportunities in the city through agriculture, manufacturing, logistics and medical services cluster.

1.(a) Define the roles and relationships between the City, the Alliance, the Turlock Chamber of Commerce and Turlock Convention and Visitors Bureau.

(b) Continue to support the Alliance’s efforts, based on the defined relationships, through funding and active participation on committees and the organizations’ governance.

2. Identify and develop retention efforts by the City, the Chamber of Commerce, and the Alliance to ensure that an effective business retention plan is in place. Efforts will be coordinated and refined through a framework developed in cooperation with the Alliance.

3. Develop and strengthen the marketing materials and activities of the City, the Alliance and CVB.

4. Develop a protocol with the Alliance for potential leads and encourage those which cannot be accommodated in Turlock to locate in other communities in the County.

5. Participate in efforts by the Alliance to create a common core of economic development data, including documentation of permitting process, identification of zoned and served land a, utilities and other information as needed.

Additional Strategies:

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

1. Work with Downtown Property Owners Association (DTPOA) to develop a mechanism to ensure adequate maintenance of downtown.
2. Develop a walking map of downtown that shows parking, public venues, shopping, etc.
3. Continue the Commercial Building Improvement program.
4. Encourage business owners to have employees and customers to park in the rear.

Additional Strategies:

Updated draft

Goal 4 – The community will host of wide variety of tourism and community events.

1. Continue to facilitate the location of restaurants, full service hotels and other visitor serving amenities.
2. Conduct a retail market study to measure the size for the Turlock market area, shifts in the community's demographics, implications of existing and potential tourism and overall demand for retail, restaurants and services.
3. Maintain current vehicle trip counts on critical retail corridors to be able to provide timely data for potential commercial enterprises.
4. Continue to participate in the Travel and Tourism Roundtable.
5. Market the City's soccer fields to regional and statewide organizations for tournaments.
6. Bring together local leaders to identify a plan for the marketing and promotion of current venues. (eg Pedretti Fields, Fairgrounds, etc)
7. Streamline and coordinate processes for such requirements as street closures and police department assistance.

Additional Strategies:

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

1. Work with the Alliance/ Small Business Development Center (SBDC) to identify types of entrepreneurs and their space requirements.
2. Work with large and mid-size employers in the area to identify the suppliers of their products. Focus on those suppliers and users which could be small businesses.

Additional Strategies:

Unreviewed draft

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

1. Offer regular school day concurrent enrollment with MJC classes at local high schools. These prep courses could include;
 - a. College Prep courses such as English 1A
2. Encourage MJC to offer evening classes at the District’s high school. Benefits include:
 - a. 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.
 - b. Existing high school classrooms could be utilized more hours of the day.
 - c. Existing Adult School staff could provide some coordination support.
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.
4. Promote Turlock Adult School as a training resource for the business community.
5. Provide coordinated job based training opportunities.

Additional Strategies:

Goal 7 –Turlock will be a leader in the Central Valley in access to art, music and other cultural events.

No strategies were identified.

New strategies:

Updated draft

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? _____