



MINUTES
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Monday October 26, 2009
7:00 PM

Commission Members: Anthony Costello, Chair, Greg Phister, Robert Agee, Sydney Vergis, Tobin Richardson, Joe Hruban, Michael Faust, Dave Robert (Alternate),
(Finance and Budget Commission Liaison Donald Palm)

City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)

City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

Amount of time for each item is approximate and subject to change.

1. Determination of Quorum and Seating of Alternates

Quorum determined @ 7:02 p.m.

Absent: Commissioner Faust, Commissioner Robert

Absent Liaison(s): Asmundson, Saylor

2. Approval of Agenda

Agenda approved @ 7:02 p.m.

Public Comment

No public comments

3. Approval of Minutes

- August 24, 2009

Minutes approved @ 7:04 p.m.

4. DDBA Quarterly Update

Rosalie Paine cited DDBA highlights. 3 subcommittees.

Marketing committee: \$30 on 30 August event was a huge success. Purpose to come downtown and spend \$30. Very successful by their standards. Intent is to continue doing this due to the positive response. Subcommittee is re-looking at events that bring footsteps to merchants.

Parking: Conducted a review of the E Street paid parking lot. Comprehensive report to City Council in September. Results were recommendation to eliminate 4 hour maximum to the City Council, remove add time function on the machine, implement a rebate program with participating merchants, continue monitoring the lot, reinvest lot proceeds into ongoing improvements in the lot. That lot, generally speaking, has been well received. It has provided a better way to service people who need to stay longer than 4 hours. Also recommended an

evaluation be conducted on the train depot to improve parking and support local downtown parking needs. Possibly consider paid parking similar to E Street. Also recommending that the I Street preferential parking district be reevaluated and analyzed. Final recommendation, asked to be allowed to evaluate options to restricting double parking of commercial delivery vehicles in the middle of the day.

Visioning: Put together a well attended "Redevelopment 101" program for membership by Katherine Hess and Ken Hiatt. Result is Visioning Committee has gone back to look at projects that are of the utmost priority in terms of RDA expenditures. U-DASH program has come out of this subcommittee. DDBA is working closely with Unitrans to give it the opportunity to work. We're trying to come up with "giveaways" to enhance ridership.

Made a presentation to City Council for all the Target mitigation funds. Council gave DDBA half. DDBA has revised marketing plan to broaden expansion of local marketing efforts: adopting a gift card program that should be up and running by early November, increasing participation in Friday ArtAbouts; and improve branding and marketing of downtown.

DDBA is interested in participating in Freeway sign and is waiting to see how it develops.

The DBID process is underway. City Council reviews it in December.

Discussion followed regarding DBID process, rate structure, and who gets assessed.

Commissioner asked about Target mitigation funding. What were Council's thoughts? DDBA responded that City Council was apprehensive about granting all of the money into a single pot. They were concerned about future capital projects Downtown that might be well served by the mitigation money, \$100,000. \$50k was earmarked for the DDBA, dependent on developing a marketing plan with city staff buy-in. DDBA is funding the implementation of the gift card program with the funding. DDBA returned to the City for \$5,000 for assistance for the jazz festival. \$43k left in DDBA budget from original \$50k. Staff shared some funds were going to be used to supplement summer music series. Council did commit that the other \$50k would be used for the benefit of downtown, possibly to be used for the second year of U-DASH funding.

Discussion followed regarding U-DASH.

Discussion followed regarding extent of DDBA's awareness of the Commission's Business of the Year Award. Commissioner asked if DDBA could agendaize this item on their board meeting to ask if there is some process modification BEDC can make to generate more interest. If downtown is full of success stories, those are the right people to get the award. Maybe there is a process problem that's presenting it from coming forward. BEDC was interested in any ideas the DDBA might have.

Commissioner asked if parking needs to be tweaked or a fundamental change was needed to make it better. What is the ultimate vision for parking in the future? DDBA responded that one of the larger projects has been the 3/4/E/F parking garage and is being looked at the Visioning Committee as to whether that project should go forward. Evaluation of Amtrak lot has generated more interest on the Visioning Committee than the 3/4/E/F project ever has. Parking issues are in large part, parking perception problems. Garages are never full. People do not want to walk. On the weekend the parking lot is free and downtown parking is free. The E Street lot is often full during the lunch hour. Is the parking ample compared to parking for Target? No, but given the wide range of users, it's difficult to craft the perfect solution. When I joined DDBA, I thought the answer was to put meters on every street. I've become kind of a parking politician in my own store, sharing that there is ample parking downtown and where it is available.

5. Davis Manor/Eighth Street Improvements Update

Fred Buderer of Davis Manor Neighborhood Association shared with the BEDC information about the street improvement project from Pole Line to L Street. The neighborhood wanted to check-in with this commission regarding what has happened. He shared history of the center's improvement projects. Revitalization attempts have been occurring for about 10 years. A vision plan was created regarding what could be done there. He distributed an action strategy from around 2006 to the Commissioner's noting a lot of things from the list have been accomplished.

Taking ideas from vision plan the neighborhood began working with city staff to see what could be done in the street right of way. City staff found a SACOG grant program that was successfully secured. The current project is a reflection of the longer term revitalization strategy. The neighborhood wants to build on this success.

They are planning to have a grand opening targeting the middle of November to have an evening ceremony to formally flip the switch to inaugurate the improvements. They are hoping BEDC members could participate in this event.

The other thing they would like to revisit is to talk to merchants. The merchants were not quite as involved in the street improvements project. The neighborhood would like to solicit their suggestions and observations regarding what has been accomplished over the past year and what improvements can still be made.

The next thing the neighborhood group would like to do is work with the BEDC to determine what can be done next for the revitalization strategy. Ten years later there is still more that can be done. Maybe look over the original vision. They want to work toward making the shopping center a destination, and brainstorm on the role the new high school may play there. There may be a new economic development opportunity given there is a new group of nearly adults in the neighborhood. What is the right tenant mix for the shopping center? Maybe there are ideas that haven't been thought through. There are some other ideas to explore.

The neighborhood group want to use the BEDC as advocates and to make sure the shopping center stays on the radar screen. Questions they would like BEDC assistance in following up on include:

1. Who co-locates with Dollar Tree in other communities?
2. What opportunities to expand business exist with the presence of the Da Vinci High School?
3. Shopping center demographics?
4. What is a good match, given the demographics?

6. Staff Communication/Updates

Staff shared business park strategy memo and why it was important to continue with the study.

Clean Technology handout distributed noting regional efforts to promote clean technology in the region, shedding light into how the City is included in what is happening regionally in the Clean Energy arena.

Mentioned New California 100. Marrone Bio-Innovations and Schilling Robotics recognized as two of the leading innovation companies in the state.

City of Davis is now member of SARTA and a sponsor of the Clean Tech Showcase. Two Davis startups presented at the event, Octus and Sierra Energy. Sierra intends to license their technology so it can be used broadly.

Davis has three companies competing in Golden Capital Network statewide competition: VinPerfect, Micromidas, Communities Online Network.

Joint BEDC/Council meeting tentatively scheduled for January, dependent on when the business park study is complete. BEDC, Planning Commission, Council, & Open Space Commission are intended to meet.

SARTA applied to state program for recognition into a state certified "innovation zone". No money attached yet, but purpose is also to create a constituency to lobby to support start-ups. Received approval for formal application. UC Davis is anchor for regional zone.

Staff is monitoring UC Davis research grants. Recently received \$75 million for Breast Cancer research. This and other UCD research efforts can present tremendous opportunities that Davis should be positioned to take advantage of.

Commissioner inquired what is going on with old Abe's Restaurant? Staff responded that it has been purchased by Lamp Post pizza for a pizza/brewpub idea. Project is not moving forward at this point. But the property is not for sale. It would benefit the Howard Johnson hotel to the rear.

Commissioner stated the EPA is active on 2nd Street. Staff responded EPA received economic stimulus money to address superfund sites, of which the Frontier site is one of them. This will facilitate redevelopment of the site.

Commissioner inquired about the status of Trader Joe's. Staff responded they are supposed to submit a building permit soon with a new building where the Radiological Associates building is now located. Forever 21 proposal to occupy Gottschalks is still ongoing.

Commissioner inquired about old downtown 76 Station, for sale. Staff responded it is for sale. Someone had an option that lapsed.

Commissioner inquired about the Lewis Cleaners site? Staff responded that the site is being cleaned up.

Commissioner inquired if it is possible to compare Target sales tax revenue with projections? Staff responded that information for a specific business is confidential. The information would have to be grouped with a larger number of businesses. This question is of concern to the downtown and the City also.

7. Best Business Awards – Nominations

Commissioner expressed disappointed in not getting traction on this project. Serious thought should be put into why and how to improve it to achieve a better process next year.

Discussion followed regarding past award processes and the perception that there may not be enough benefit to bring out the nominations. Press last year was better than this year. Brief discussion regarding other local award programs and their difficulty in getting nominations. In many of those award programs, people self-nominate.

Discussion followed regarding how to improve the award program. Commissioner inquired if the BEDC has to rely on public suggestions. Staff responded that the process is outlined for the commission to pick whoever they want - public nominations are not required. A subcommittee was formed to work on nominations to be presented at next month's meeting.

8. Subcommittee Assignments/Reports

- Information Management

Commissioner stated not much to report on Economic Indicators since last meeting.

- Business Retention

Commissioner gave brief update on the desire to do outreach visits to Davis Manor Shopping center. Had informal talk with the Graduate. Putting business on the list for a formal visit.

Staff provided a brief overview regarding the MetroPulse business outreach tracking system.

Commissioner suggested inviting Sinisa Novakovic owner of Mishka's for the Commission to hear his story regarding how starting and running businesses in Davis works.

- Business Attraction

Commissioner provided an update on the local business investment fund. The investment fund, was previously focused in other communities, most notably in Chico, Redding. Now they are refocusing on Yolo County. A meeting will need to be called for high net worth individuals to get the fund going. Four or five lead investors are required to start a fund. Davis is still a ripe environment for start-ups to stay in Davis if they have local investors.

Bicycle Hall of Fame induction ceremony is almost sold out. A special piece will be produced to honor Steve Larsen, a local world class cyclist. A process is being worked through with the Hall of Fame to formally merge the Hall of Fame with California Bicycle Museum. Hope is to have this completed by the end of the year.

Staff shared the City of Davis will be Day 2 start for Amgen race on May 17, 2010 a Monday. Helps draw attention to how Davis is the bicycle center.

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- Community Enhancement

Commissioner stated no activity since last meeting.

9. Future Agenda Items

- General Plan Economic Development Policies
- Mishka's Owner as Guest speaker
- Business license topic as agenda item

10. Adjourn - Meeting adjourned: 9:25 p.m.