



AGENDA
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Davis Joint Unified School District Administration Building
East Conference Room, 526 B Street
Monday September 27, 2010
7:00 PM

Commission Members: Chair Robert Agee, Vice-Chair Michael Faust, Greg Phister, Sydney Vergis,
Dave Robert, Jim Smith, Brian Horsfield, Alternate
Ex-Officio Members: Christi Skibbins - Chamber of Commerce, Mark
Rutheiser -DDBA, Reed Youmans -YCVB
Finance and Budget Commission Liaison -Donald Palm
City Council Liaisons: Rochelle Swanson, Don Saylor (Alternate)
City Staff: Sarah Worley, Economic Development Coordinator
Xzandrea Fowler, Economic Development Specialist

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

1. **Determination of Quorum and Seating of Alternates** (1 min)
2. **Approval of Agenda** (2 min)
3. **Public Comment** (5 min)
This is the time for the public to address the Commission on matters not listed on the agenda. Presentation time will be at the discretion of the Chairperson.
4. **Approval of Minutes** (2 min) – August 23, 2010
5. **Best Business Award** (15 min)
Recommendation:
BEDC approve the following changes to Annual Best Business Award process:
 - a. Concentrate focus on two awards this year; one for efforts this past year and one for extended excellence (for an individual, business or organization in each case);
 - b. Solicit broader media coverage and outreach to business/service organizations;
 - c. Honor award recipients with more visible recognition displays as appropriate such as banners, logos, window decals etc.
6. **Council Two-Year Goals** – (20 min)
Recommendation:
 - a. Review Council two year goals related to Economic Development actions.
 - b. Incorporate identified economic development related action priorities into BEDC work plans for next two years.
7. **Designing a Sustainable Davis Economy (D.S.I.D.E.) Event Debrief** (15 min)
8. **Joint Meeting with City Council - Topic Discussion** (10 min)
9. **Subcommittee Updates** (5 min)
10. **Staff Communication/Updates** (2 min)
11. **Future Agenda Items** (2 min)
12. **Adjourn**

Future Meetings: October 25, 2010, November 9, 2010*, November 22, 2010

Any writing related to an agenda item for the open session of this meeting distributed to the Commission less than 72 hours before this meeting is available for inspection at City Hall, 23 Russell Blvd., Davis. Meeting facilities are accessible to persons with disabilities. Requests for alternative agenda document formats, meeting assisted listening devices or other considerations should be made through Sarah Worley by calling 530-757-5610 (voice) or 757-5666 (TDD).

*** Special Joint Meeting with City Council**



MINUTES
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Monday August 23, 2010

Commission Members: Chair Robert Agee, Vice-Chair Michael Faust, Greg Phister, Sydney Vergis, Dave Robert, Jim Smith, Brian Horsfield, Alternate
Ex-Officio Members: Christi Skibbins- Chamber of Commerce, Mark Rutheiser -DDBA, Reed Youmans –YCVB (absent)
Finance and Budget Commission Liaison -Donald Palm
City Council Liaisons: Rochelle Swanson, Don Saylor (Alternate)
City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist
Xzandrea Fowler, Economic Development Specialist
Ken Hiatt, Community Dev. & Sustainability Dept. Director

1. Determination of Quorum and Seating of Alternates

Quorum confirmed

Absent: Ex-Officio Youmans

2. Approval of Agenda

Motion to approve agenda made by Phister, seconded by Smith, passes unanimously.

3. Public Comment

Jeanne Jones commented on the launch of a high-tech audio tour for the ARTwalk in downtown Napa. A copy of the article in the Napa Valley Register was distributed to the commission.

4. Approval of Minutes: Meeting of July 7, 2010

Motion to approve minutes made by Smith, seconded by Faust, passes unanimously.

5. Chamber Quarterly Update

Chamber Director, Christi Skibbins, reported on the recent acronym change for the upcoming Davis economy workshop. The new acronym is DSIDE, which stands for Designing Sustainable Innovative Davis Economy. The workshop will be held on September 23, 2010 at the UC Davis Conference Center. Skibbins and Chair Agee were interviewed by KDRT, which will air on August 30th. There will also be a pod cast.

Skibbins reported on the new Chamber location at 604 Third Street, and stated that the new location allows the Chamber to be in the heart of downtown which provides better connections to the membership.

Skibbins announced Chamber will host a Golf Tournament at El Macero on September 13th.

The Chamber nominating Committee is currently working on nominations for the new board.

Skibbins reported that she had been in contact with Rev. Bill Habicht, Davis Community Church, regarding homeless services and offered assistance.

6. Davis Downtown Business Association Quarterly Update

DDBA Co-President, Michael Bisch, presented the commission with a letter and an article regarding the DDBA's priorities for Downtown improvements in 2010. The DDBA

established a Downtown Improvement Task Force that will be charged the following five priorities:

- 1) Design and construct improvements between the Davis Commons open area and E Street Plaza, enhancing the south entrance to Downtown and creating an “E Street Promenade”.
- 2) Identify a permanent home for the U.S. Bicycling Hall of Fame in the Downtown. Seek development proposals for City-owned parking lots.
- 3) Begin development of at least one modestly-sized parking structure.
- 4) Installation of year-round, weatherproof LED lights in trees and bushes and as an across-the-street light canopy to add a festive quality to Downtown evenings.
- 5) In addition to the Task Force the DDBA envisions maximizing communications between DDBA and the City.

Commission discussed the five priorities and expressed support of the Task Force and the identified priorities.

7. Economic Indicators Draft Report

Recommendation:

- Approve Draft Final Davis Economic Health and Prosperity Report reflecting comments received since distribution of the July 26th Business and Economic Development Commission (BEDC) packet (meeting was cancelled).
- Forward Draft Final Davis Economic Health and Prosperity Report to City Council for approval and to inform economic development strategies.

Staff presented the Draft Final Economic Health and Prosperity Report. Chair Agee described the report as a valuable tool to generate discussion and establishment of next steps. The Commission and the public commended staff for putting the report together and stressed the importance of keeping the data current and updated, and suggested that a request be made to council regarding funding allocations for future updates.

Motion: BEDC

- *Approve Draft Final Davis Economic Health and Prosperity Report reflecting comments received since distribution of the July 26th Business and Economic Development Commission (BEDC) packet (meeting was cancelled).*
- *Forward Draft Final Davis Economic Health and Prosperity Report to City Council for approval and to inform economic development strategies.*

Motion by Smith, seconded by Phister, passes unanimously.

Mayor Saylor asked if the Commission if it wished to elaborate on their action to provide greater direction to the Council. Discussion followed of need to adopt document in its current form and defer further amendments to future version and also to address resources needed to conduct an update every two years to inform the Council's two year goal setting process.

Substitute Motion: BEDC

- *Approve Draft Final Davis Economic Health and Prosperity Report;*
- *Forward Draft Final Davis Economic Health and Prosperity Report to City Council for adoption to inform economic development strategies;*
- *Further amendment of Report such as changes in data or variables measured be addressed in future reports;*

- *Report is updated every two years and a sufficient resource budget be provided.*

Motion by Smith, seconded by Faust, passes unanimously.

8. Staff Communication/Updates

Worley announced that the BEDC has a vacancy and applications are being accepted.

Worley announced that the City will have an exhibit at the SARTA Clean Tech Showcase on October 26, 2010.

Worley gave the Commission an update on the status of the Metro Pulse Database contract.

9. Subcommittee Updates

Worley listed the Subcommittees and their members:

Business Outreach: Bob Agee, Dave Robert, Reed Youmans and Greg Phister

Business Awards: Greg Phister, Don Palm, and Reed Youmans

Redevelopment: Sydney Vergis, Mark Rutheiser, and Jim Smith

Business Park Options: Bob Agee, Brian Horsfield, Mark Rutheiser, Mark Braly, and Lucas Frerichs

10. Future Agenda Items

The BPLS will return to the Commission after the subcommittee complete the task of developing business park criteria and defining what a business park is.

11. Adjourn

Meeting adjourned at 8:42 p.m.

Future Meetings: September 27, 2010, October 25, 2010



Memorandum

September 22, 2010

TO: Business and Economic Development Commission

FROM: Business Award Subcommittee

Greg Phister
Don Palm
Reed Youmans

RE: Best Business Award Process Revisions

Recommendations:

BEDC approve the following changes to the Annual Best Business Award process:

1. Concentrate focus on two awards this year, one for efforts this past year and one for extended excellence (for an individual, business or organization in each case);
2. Solicit broader media coverage and outreach to business/service organizations; and
3. Honor award recipients with more visible recognition displays as appropriate such as banners, logos, window decals etc.

Background:

The need to address the small number of public nominations for the annual business award, and need to better highlight the award process and award recipients was raised by the BEDC and Business Award subcommittee in general discussions during last years award process. A Business Award Subcommittee was assigned to consider means to improve the process. The Business Award Subcommittee met and discussed means to increase community recognition and value of the annual best business awards. We focused on two main areas: 1) ways to solicit more community nominations and 2) enhanced benefits for award recipients. Subcommittee members made commitments to solicit better media coverage and inform community business and service organizations about the awards, and encourage them to submit nominations for BEDC consideration. The subcommittee also wished to increase community recognition and perceived value of the awards by increasing visual displays honoring award winners, (public banners, logos, window decals etc.).

Attached are copies of the Business Award 2010 timeline, and nomination forms and informational flyers about the award that have been revised to reflect the Subcommittees recommendations.

The City of Davis Business and Economic Development Award annually recognizes individual(s) or local business(es) operating within the City of Davis for extraordinary contributions to the community. Candidates may be individuals, businesses, or organizations that have made a positive contribution to the City's Business and Economic Development climate. The Commission may recommend that City Council grant up to two awards each year in the following categories: **individual, business or organization contributions to business and economic development**; and **extended excellence in local economic development**.

- **Individual, Business or Organization Contributions to local Economic Development**

Awarded to an individual whose actions and achievements over the past year have made a significant positive contribution to the local business climate.

- **Extended Excellence in Local Economic Development**

Awarded to an individual, business, or local service or professional organization that has demonstrated a longstanding commitment to fostering economic development and contributed to the growth of the local business climate.

Selection Process

The Commission will accept public suggestions for nomination through public suggestion forms available at the Community Development Department at City Hall and online at www.cityofdavis.org. Candidate businesses honored must be licensed by the City and must be in good standing. Public suggestion forms will be forwarded to a Commission subcommittee that will evaluate the suggestions and make a recommendation of award recipient(s).

Each Commissioner may nominate one candidate in each of the two award categories, or may elect not to make a nomination in one or more categories. For a public suggestion to be considered, a Commissioner must select it as his or her nomination. All public suggestions received by the deadline will be distributed to Commissioners prior to the October 25, 2010 meeting.

Immediately following nominations, the Commissioners shall vote for the nominee(s) they find most deserving of the award. Commissioners may vote to refrain from selecting a nominee in each of the two categories. The nominee(s) receiving the most votes shall be recommended to the City Council for approval as the City's annual Economic Development Award recipient. The Council's confirmation and honoring of the fourth annual Business and Economic Development Award recipient shall take place at the next available Council meeting.

Please contact Economic Development Specialist Xzandrea Fowler at (530) 757-5610 or xfowler@cityofdavis.org for more information.

**CITY OF DAVIS ANNUAL BUSINESS AND
ECONOMIC DEVELOPMENT AWARD**

BEDC COMMISSIONER NOMINATION FORM

NOMINEE:

Individual, Business or Organization being nominated:

Name: _____ Telephone No.: _____

Address: _____

Email Address (if applicable): _____

Please check the category for which this nomination should be considered.

_____ Individual, Business or Organization Contributions to Local Economic Development

_____ Extended Excellence in Local Economic Development

NOMINATED BY:

Commissioner: _____ Telephone No.: _____

Address: _____

Email Address (if applicable): _____

Please attach a statement about the nominee's activities that addresses the following areas:

1. ***For candidates nominated for individual, business or organization contributions to local economic development:***

What specific contribution, achievement, or community involvement *in the past year* qualifies the nominated individual, business, or organization for the Business and Economic Development Award?

2. ***For candidates nominated for extended excellence in local economic development:***

What do you consider to be the outstanding *lifetime* contribution(s) this individual, business or organization has made to business and economic development in Davis?

For all candidates:

3. In what capacity—business or volunteer—have these activities taken place? What are some reasons for this individual's, business' or organization's involvement in these areas?
4. In what community associations does the individual, business or organization participate?
5. What other special recognitions have been awarded to the individual, business or organization?

**Please bring the completed nomination form to the October 25, 2010
Business and Economic Development Commission meeting.**



**CITY OF DAVIS ANNUAL BUSINESS AND
ECONOMIC DEVELOPMENT AWARD**

PUBLIC SUGGESTION FORM

Individual, Business, or Organization for consideration:

Name: _____ Telephone No.: _____

Address: _____

Email Address: _____

Please check the category for which this suggestion should be considered.

_____ Individual, Business or Organization Contributions to Local Economic Development

_____ Individual, Business or Organization Extended Excellence in Local Economic
Development

SUGGESTED BY:

Name: _____ Telephone No.: _____

Address: _____

Email Address: _____

Please attach a statement about the candidate's activities that addresses the following areas:

1. ***For candidates nominated for individual, business or organization contributions to local economic development:***

What specific contribution, achievement, or community involvement *in the past year* qualifies the nominated individual, business, or organization for the Business and Economic Development Award?

2. ***For candidates nominated for extended excellence in local economic development:***

What do you consider to be the outstanding *lifetime* contribution(s) this individual, business or organization has made to business and economic development in Davis?

For all candidates:

3. In what capacity—business or volunteer—have these activities taken place? What are some reasons for this individual's, business' or organization's involvement in these areas?
4. In what community associations does the individual, business or organization participate?
5. What other special recognitions have been awarded to the individual, business or

Please return this form and attachments by 5 p.m. on Tuesday, October 19, 2010 to:

City of Davis - Community Development Department
Business and Economic Development Award
23 Russell Boulevard
Davis, CA 95616

Applications may also be e-mailed to: sworley@cityofdavis.org or faxed to (530) 757-5660.



**CITY OF DAVIS
BUSINESS AND
ECONOMIC
DEVELOPMENT
AWARD**

The City of Davis Business and Economic Development Award annually recognizes up to two individuals, businesses, or organizations operating within the City of Davis for their contributions to local economic development.

Suggestions for nomination in the following categories will be considered:

- Individual, Business or Organization Contributions to Local Economic Development

Awarded an individual, local business, service or professional organization whose actions and achievements over the past year have made a significant positive contribution to the local business climate.

- Extended Excellence in Local Economic Development

Awarded to an individual, business, or local service or professional organization that has demonstrated a longstanding commitment to fostering economic development and contributed to the growth of the local business climate.

Award recipients are selected by the City Council. Nominations are made by the City's Business and Economic Development Commission.

**SUBMITTING A PUBLIC SUGGESTION
FOR NOMINATION**

Complete the attached form and return with detailed supporting documentation describing the nominee's accomplishments.

Supporting documentation should address the following:

1. ***For candidates nominated for individual, business or organization contributions to local economic development:***
What specific contribution, achievement, or community involvement *in the past year* qualifies the nominated individual, business, or organization for the Business and Economic Development Award?
2. ***For candidates nominated for extended excellence in local economic development:***
What do you consider to be the outstanding *lifetime* contribution(s) this individual, business or organization has made to business and economic development in Davis?

For all candidates:

3. In what capacity—business or volunteer—have these activities taken place? What are some reasons for this individual's, business' or organization's involvement in these areas?
4. In what community associations does the individual, business or organization participate?
5. What other special recognitions have been awarded to the individual, business or organization?

Note: Supporting documentation may be used verbatim as text for the award presentation and news article.

**DETACH THIS PORTION
AND RETURN ALONG
WITH SUPPORTING
DOCUMENTATION**

Individual/Business/Organization
Recommended:

Name: _____

Address: _____

Phone #: _____

Email Address: _____

Suggested by:

Name: _____

Address: _____

Phone #: _____

Email Address: _____

**Nominations are due:
5:00 p.m. October 19, 2010**

***Nomination forms can be mailed
or hand-delivered to:***

Attn: Sarah Worley
City of Davis
Community Development Department
23 Russell Blvd.
Davis, CA 95616
Or emailed to:
xfowler@cityofdavis.org





September 22, 2010

TO: Business and Economic Development Commission

FROM: Sarah Worley, Staff Liaison

Subject: Council Goals for 2010-2012

Recommendation:

1. Review Council two year goals related to economic development actions.
2. Incorporate identified economic development related action priorities into BEDC work plans for next two years.

Background

The City Council adopted its two year goals for 2010-2012 on September 7, 2010. Achievement of several of these goals will require assistance from the BEDC. The BEDC and Community Development and Sustainability Department will share the lead responsibility for accomplishing the following three Council Goals in areas of fiscal stability and economic development within two years. Copies of the Council Staff report on the goals, and final set of goals are provided as Attachments.

“Fiscal Stability

Ensure short- and long-term expenditures and revenues are equivalent, matching community resources to needs without reliance on growth...

FS 9. Adopt coherent economic development strategy.”

“Economic Development

Promote economic development consistent with our community values and niche as home of a world-class university.

ED 1. Develop and implement a comprehensive economic development strategy

- *Participate in community visioning efforts.*
- *Use Davis Economic Health and Prosperity Report to inform decisions on economic policy.*
- *Identify impediments to economic development.*
- *Establish concrete benchmarks of economic success and meet them...*

ED 5. Actively partner with UC Davis to capitalize on tech transfer opportunities.”

Attachment 2.a. Council Report
Attachment 2.b. Council Goals 2010-2012

MEMO

DATE: September 7, 2010
TO: City Council
FROM: Council Subcommittee on Goals (*Saylor, Krovoza*)
SUBJECT: Council Goals 2010-2012

Recommendation

Approve the attached document for the 2010-2012 Goals.

Background

On July 24, the City Council met to discuss possible goals and action items for the upcoming two-year period. The Council subsequently approved six broad goal areas on August 2, with the understanding the Council Subcommittee on Goals would work with city staff over the August recess to finalize the goals document and incorporate the specific action items discussed at the retreat into each relevant goal area.

The attached chart accomplishes this task. It includes Guiding Principles and specific actions for each of the six goals. Information in italics was not specifically discussed at the retreat, but has been added by staff and/or the subcommittee as we believe it to be consistent with the intent of the Council at the retreat. In order to help with tracking each of the actions, the chart includes information on the lead department and/or commission, the status and a timeframe. Staff is in the process of fleshing these columns out and prioritizing actions. Updates on all action items will be provided to the Council in January.

In order to ensure the action items are addressed, all commissions will receive a copy of the goals and be asked to incorporate items into their workplan, as appropriate, for the next twelve month period. Lead departments will likewise be working to assign tasks to staff. The City Manager has indicated that Department Heads will be evaluated in part on how well they have responded to the goals.

In addition to the report, staff has developed a graphic to display the goals. This graphic will be visible in Community Chambers, City Hall and public facilities.

Attachments

- 2010-2012 Goals

Fiscal Stability

Ensure short- and long-term expenditures and revenues are equivalent, matching community resources to needs without reliance on growth.

Guiding Principles:

- Maintain a sustainable budget that buffers the city from state and county fluctuations.
- Sustain a minimum 15% reserve. (Note: Reserve guidelines will need to be reviewed if multi-year budget implemented.)
- Cultivate a diversified economy, workforce and tax base.
- Pursue partnerships with other jurisdictions.
- Seek increased cost efficiency in service delivery, while maintaining high quality city services.
- Ensure that fee structures are legally sound and related to policy goals.
- Develop a long-term financial plan and a budget process to fund city needs and services.

During the next two years, we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
FS 1. Consider methods to reduce and/or eliminate unfunded liabilities, such as investing contract savings into unfunded liability.	CMO FBC		Ongoing
FS 2. Define unmet needs and identify funding mechanisms for them.	All		With budget process
FS 3. Consider moving to a multi-year budget with periodic review.	CMO FBC	Internal workgroup underway. FBC and CC will discuss at October joint meeting.	Fall 2010
FS 4. Address 2012 expiration of park tax.	CMO/CS FBC		2011
FS 5. Work with other agencies/jurisdictions to consolidate common services where it is mutually beneficial and where resources can be maximized.	CMO		Ongoing
FS 6. Review two city departments annually, utilizing a zero-based review process.	CMO		Fall 2010 Spring 2011

FS 7. Ensure labor contracts are fair and support delivery of services.	CC		Existing contracts expire 2012.
FS 8. Examine services that can be effectively delivered by private enterprises.	All		Ongoing
FS 9. Adopt a coherent economic development strategy.	CDS BEDC		
FS 10. Review performance based budgeting.	CMO FBC		
FS 11. Examine projects and services for current needs.	All		
FS 12. Review budget quarterly.	CMO CC		Quarterly

Economic Development

Promote economic development consistent with our community values and niche as home of a world-class university.

Guiding Principles:

- Cultivate a diversified economy, workforce and tax base.
- Develop Davis as a visitor destination.
- Consider potential optimal revenue generated by land use decisions.
- Capitalize on the resources of a university town, including human capital.
- Promote appropriate partnerships with the private sector and the university community.

During the next two years, we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
ED 1. Develop and implement a comprehensive economic development strategy <ul style="list-style-type: none"> • Participate in community visioning efforts. • Use Davis Economic Health and Prosperity Report to inform decisions on economic policy. • Identify impediments to economic development. • Establish concrete benchmarks of economic success and meet them. 	CDS BEDC	Economic Indicators Report to Council 9-21-10 Economic Development forum to occur 9-23-10	
ED 2. Work with the US Bicycling Hall of Fame to continue to build its national prominence, with long-term goal of developing purpose-built headquarters/museum in downtown. Identify opportunities to leverage the museum for more economic development.	CDS		
ED 3. Consider development of a multi-modal transit center and parking facility on Olive Drive or at Depot.	PW/CDS		
ED 4. Use redevelopment funds to support businesses, as allowed by law (Capitalize on AB 2531).	CDS		Ongoing
ED 5. Actively partner with UC Davis to capitalize on tech transfer opportunities.	CDS		

	BEDC		
ED 6. Identify/develop/promote low cost incubator space.	CDSO		
ED 7. Consider streamlining processes of build-outs and renovations to strengthen the downtown.	CDSO		
ED 8. Present options to the City Council for the development of a hotel/conference center facility within or adjacent to the downtown.	CDSO		
ED 9. Consider uses for the former Hunt Wesson site, including a business park/ high tech business park	CDSO		

Sustainability

Enact policies that conserve resources and improve environmental quality.

Guiding Principles:

- Reduce the community's carbon footprint
- Focus on mobility systems that will reduce carbon emissions.
- Increase efficiency of existing energy sources and explore alternatives.
- Conserve resources in an environmentally responsible manner.
- Promote reduction of resource consumption and waste generation, preserve agriculture, promote local food production, reduce automobile and energy use, foster a healthy and vibrant economic climate based on green technologies, and create a people-centric urban design environment.
- Actively participate in regional planning activities in the areas of transit, air quality, water resources, land use and agricultural and open space conservation.

During the next two years, we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
S1. Implement Climate Action Plan.	CDS D	Various aspects of implementation already underway.	Ongoing
S2. Collaborate with organizations promoting sustainable programs/projects which assist with implementation of the Climate Action Plan, such as Valley Action Center, Cool Davis, UC Davis, etc.	All	City co-sponsor of Cool Davis 10-10-10 event.	Ongoing
S3. Consider establishment of energy production, water conservation, and weather stripping program(s) in homes, with objectives similar to the PACE program.	PW/CDS D		
S4. Integrate water conservation with surface and wastewater investments.	PW		
S5. As part of the surface water project, consider best sustainable practices for usage, treatment, and recapture for reuse.	PW		
S6. Incorporate low water vegetation in greenbelts and city owned properties.	CS		

S7. Expand alternative energy farms, such as a solar farm.			
S8. Consider reconstitution of Alternative Energy Task Force.	CC		
S9. Add/upgrade spaces/options for charging e-vehicles.	PW		
S10. Expand use of LED lighting downtown and in public facilities.	PW		
S11. Promote and utilize Community Gardens.			
S12. Expand community-based farms.			
S13. Consider synchronization of traffic signals to maximize carbon savings.	PW		
S14. Evaluate greenway bikeway system.	PW/CDS		
S15. Continue to pursue implementation of urban limit line through acquisition of open space/easements.	CDS		
S16. Identify and implement practices to reduce use of paper.			
S17. Consider mechanisms to develop and utilize public power options.	CDS		
S18. Collaborate with DJUSD, PTAs, non-profit organizations and others to increase bicycling and walking to school, using education and encouragement programs or infrastructure improvements where appropriate.	CDS/PW		

Downtown Davis

Ensure downtown Davis remains the vibrant economic, cultural, and social center of the community.

Guiding Principles:

- Improve downtown as a bicycle and pedestrian friendly location.
- Consider downtown as a destination, both for Davis residents and for visitors.
- Increase revenue potential in the downtown for private and public sectors.
- Support the downtown as a vital commercial center and reduce potential for blight.
- Protect and expand the downtown retail base.
- Advance the redevelopment of the downtown to provide mixed use residential, retail and service, along with significant addition to parking.

During the next two years, we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
DD1. Continue outreach to PG&E for redevelopment at the 5 th and L property.	CDS		
DD2. Evaluate and prioritize projects in Redevelopment plan, with the end result a very specific strategy plan for a specified time period <ul style="list-style-type: none"> • Evaluate the use of RDA in multi-use parking structure. • Consider a hotel conference center in the downtown. • Work with the US Bicycling Hall of Fame to continue to establish itself, with intent of finding a permanent home for the Museum. • Consider redevelopment of southeast corner of 2nd and G • Consider a plan for an E Street Promenade • Consider development of a multi-modal transit center and parking facility on Olive Drive and/or at the Depot • Consider redevelopment of Hunt Boyer as a restaurant. 	CDS		
DD3. Consider proactive permit policies to support revitalization (build-outs, remodels).	CDS/PW		
DD4. Explore reconfiguration of parking and streets maximizing	PW/CDS	Review of reverse diagonal	

utilization and convenience for customers.		parking underway.	
DD5. Consider use of LED lighting to replace existing decorative lighting and to further enhance downtown ambiance.	CMO/CDS/ PW	Switchouts to LED lighting has taken place for the past two years, as funds allow.	
DD6. Develop a consolidated visitor center (conciierge or one stop shop) in the downtown.	CMO/CDS		

Community Strength and Effectiveness

Create an environment at all levels of the city that encourages effective engagement and results in quality customer service and service delivery.

Guiding Principles:

- Actively seek input and feedback from the community.
- Strive to provide transparency and valuable information to citizens in a timely and respectful manner.
- Provide efficient and effective customer service and service delivery to the community, taking cues from best practices and successful programs.
- Support market-rate affordability, varying house sizes and models to meet needs and desires of a wide range of demographics and multiple income levels.
- Establish and maintain inventory of permanently affordable housing units.
- Assure top quality fire, police, emergency and other services to promote the health, safety and well-being of all residents and neighborhoods.

During the next two years we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
Community Interaction and Public Input			
CSE1. Develop an “Owners Manual - Working with Davis City Council” to assist the public in communicating with the City Council.	CMO		
CSE2. Find ways to include a more formalized student voice in the City Council process, including youth collaboration with DJUSD and UC Davis.	CMO CC/CDS		
CSE3. Using a zero-based evaluation process, review all commissions to ensure a strong commission scope and structure.	CC		Fall 2010
CSE 4. Harness social media and electronic communication to improve outreach to the public. (Facebook page, Wiki collaboration, etc.)	All		
CSE 5. Hold forums to provide information to community on various topics (e.g. “Your City 101,” quarterly City Council meetings in the community, other topics).	CMO CC		

CSE 6. Allow for other technology to be utilized to allow for communications during Public Comment.	CMO		
Service Delivery			
CSE 7. Provide strategic leadership to staff and the community through development and periodic monitoring of goals.	CC		
CSE 8. Consider General Plan element updates in the following areas: economic development, transportation and sustainability.	CDS/D/PW CC		
CSE 9. Conduct recurring survey of community goals to inform decision making.	CMO		
CSE 10. Explore “customer service” model that results in timely feedback to the customer and regular Council review of progress at all levels.	CMO CC		
CSE 11. Continue to deliver premium public safety services to the community.	PD/Fire		
Housing			
CSE 12. Employ policies so the housing supply includes options for a wide range of demographics.	CS		
CSE 13. Incorporate universal design and accessibility standards into new and renovated residential projects.	CS		
CSE 14. (Re)consider West Village annexation.	CMO/CDS/D		
CSE 15. Review system for affordable housing, including land dedication process, to ensure target populations and desired outcomes are achieved.	CS		

Infrastructure

Maintain and improve current infrastructure to meet community needs now and into the future.

Guiding Principles:

- Maintain and enhance infrastructure through reduced costs, greater efficiencies, and partnerships.
- Develop plans and funding strategies to address the long term needs of the community in planning for infrastructure.
- Sustain existing infrastructure, identifying areas where improvements are necessary.
- Capitalize on and/or share existing resources.
- Provide a safe and efficient circulation system.

During the next two years, we will:

<u>Action</u>	<u>Lead</u>	<u>Status</u>	<u>Time</u>
Streets, Bike Paths, Greenbelts			
I1. Identify funding mechanisms for ongoing maintenance of sidewalks, bike paths and streets.	PW		
I2. Consider an “Adopt a Pothole” program.	PW		
I3. Improve bike circulation and safety, including consideration of increasing non-grade bike crossings.	PW		
I4. Continue to pursue funding options and design for Davis-Woodland bike path.	PW		
I5. Review pavement management index criteria for selection of projects.	PW		
I6. Increase cycling and pedestrian awareness and improve safety by considering stencils of safe routes to school and repainting of the Davis Bike Loop.	PW		
I7. Look at synchronizing traffic lights to reduce carbon emissions.	PW		

I8. Pursue a strong implementation of 5 th Street Redesign.	PW		
I9. Consider adoption of Complete Streets Designs and train staff accordingly.	PW		
Water and Wastewater			
I10. Support the Davis Woodland Water Authority to further the surface water project and secure water right permit.	PW		
I11. Further the Wastewater Treatment Plant project. Ensure WWTP project encompasses reuse of treated water.	PW		
Other Infrastructure			
I12. Employ mechanisms for public to notify city of concerns to prevent damage to the city's infrastructure.	CMO/PW/CS		
I13. Complete the update of the Parks/Facilities Master Plan.	CS		
I14. Complete the Sports Park EIR and consider the development of a youth sports complex.	CS/CDS		Fall 2010

2010 BEDC DATES	Agenda Items	Event
Sept. 23		DSIDE Community Forum @ UCD Conference Center
Sept. 27	Council Goals/ Best Business Award	
Oct. 25	DDBA / BPLS	
Oct. 26		SARTA Clean Tech Showcase – Davis a Silver Sponsor
Nov. 9		BEDC/CC Joint Meeting
Nov. 24	Chamber	
Dec. 13*		
2011 BEDC DATES		
Jan. 24	DDBA	
Feb. 28	Chamber	
March 28		
April 25	DDBA	
May 23	Chamber	
June 27		
July 25	DDBA	
August 22	Chamber	
Sept. 26		
Oct. 24	DDBA	
Nov. 28	Chamber	
Dec. 12 or 19*		

* Dates changed from 4th Monday of month due to holidays.

CITY OF DAVIS
 NEW BUSINESS REPORT
 COMMERCIAL LOCATIONS
 AUGUST 2010

NAME	ADRESS	TYPE
AMAZING TANS INC (BRANCH)	757 RUSSELL BLVD #A-1	PERSONAL SERVICES
ARIAS MOBLE MASSAGE STEPHANIE	509 4TH STREET #A	MASSAGE THERAPIST
ENCHANTED MASSAGE	509 4TH STREET #A	MASSAGE THERAPIST
FRINK LAC, JOHN C	3043 ANDERSON RD #E	PROFESSIONAL SERV.
GOLDEN MASSAGE	803 2ND STREET #307	MASSAGE THERAPIST
HAUTE AGAIN	129 E STREET #B-1	MISC. RETAIL TRADE
MEMO'S BARBER SHOP	407 G STREET #3	BARBER & BEAUTY SERV.
NGUYEN, KIM	724 2ND STREET	BARBER & BEAUTY SERV.
PUB BITES	425 L STREET #E	FOOD & KINDRED PRODUCTS
SOCIAL AND COGNITIVE LEARNING	907 3RD STREET	COUNSELING
THAI BISTRO & SAYAY BAR	234 E STREET	RESTAURANTS WITH BEER & WINE
VICTOR COMMUNITY SUPPORT SERV.	600 A STREET	NON-PROF ORGANIZATIONS