

**CITY OF ARCATA**  
**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**  
*On April 7, 2016, the Committee approved these Minutes*

**City of Arcata Council Chambers**  
**736 F Street, Arcata (City Hall)**

**February 4, 2016**  
**Thursday at 5:00**

- I. **ROLL CALL.** Economic Development Committee (EDC) Members Present: Fawn Scheer (Vice-Chair), Jane Woodward, Maureen Hart, Darrell Burlison. Committee Members Absent: Brett Watson and Craig Wruck.
- II. **ORAL COMMUNICATIONS.** None.
- III. **APPROVAL OF MINUTES.**
  - A. Minutes: January 7, 2016 were approved as submitted on a motion by Woodward, a second by Hart and a 4-0 voice vote.
- IV. **BUSINESS / ACTION ITEMS.**
  - A. Uber or similar alternative transportation option. The Committee discussed their role for encouraging Uber or similar alternative transportation services in Arcata: 1) Uber's business model is not locally based and money leaves the area; 2) this topic is better suited for the City's Transportation Safety Committee; 3) private businesses will establish themselves if it economically viable; 4) EDC may be able to advise the City Council on policy decisions if the City decides to enter into any agreements or establish regulations. ACTION – On a motion by Hart, seconded by Woodward and a 4-0 voice vote the Committee recommended the City's Transportation Safety Committee take up this item.
  - B. Arcata Ball Park. 1) Receive report from subcommittee on similar facilities. The sub-committee reported: a) much of the information available was about brand new facilities;
    - b) much of the information available was about larger facilities in larger cities; will review projects similar in size as Arcata;
    - c) many of the reports indicated increased revenues for the community that have upgraded facilities;
    - d) ball park upgrades could be beneficial to City, but it'll cost money;
    - e) possibly add second story to judo hut with restaurant and ballpark seating/viewing;
    - f) City should consider alternative uses such as movies or concerts during off times/season;
    - g) consider special seating along third baseline;
    - h) consider options to bring additional people to ball park;
    - i) because the judo hut is often booked, consider relocating some of their activities to other City facilities to open up other options for the ball park.
  - 2) Consider a Joint Study Session with the City of Arcata Parks & Recreation Committee (P&RC). The EDC subcommittee offered to attend P&RC meeting.
  - 3) Consider potential users, supporters, and/or partners of the Arcata Ball Park. See discussion above.
- C. Happy Valley industrial development. NON-ACTION – The Committee discussed bringing to the next meeting talking points for the big picture economic development concepts and trends for the Happy Valley project. Staff will provide additional information about the Happy Valley project to the next EDC meeting. The committee did discuss potential impacts from the County's recently adopted medical marijuana ordinance to Arcata's industrial lands and uses.
- D. Aldergrove Business Condominiums. NON-ACTION – Committee member Scheer indicated in her experience businesses do not engage one another as much as expected when they are clustered

together. Staff will provide additional information about the Aldergrove technology cluster project at the next EDC meeting.

- E. Loss of industrial lands. NON-ACTION – The Committee was interested in knowing what types of businesses are at the Craftsman Mall and what their needs are so they’ll know what is need to find replacement areas. Staff shared the preliminary scope of work for the loss of industrial uses if the “Craftsman Mall” is converted to high density residential use. ACTION – On a motion by Woodward, second by Hart, and a 3-0 voice vote the Committee voted to use the analytical worksheet to evaluate the loss of industrial lands; and request the economic analysis for the Craftsman Mall provide data for the last 2 years of operation.
- F. Report from Main Street. NON-ACTION – The Committee indicated they liked the Main Street Report and their events.

**V. FUTURE AGENDA ITEMS.** The purpose of this item is for the Committee to request and prioritize items to be placed on future agendas. No deliberation of the items will be conducted, nor will any action take place, other than whether a specific item will be included on a future agenda.

- A. Reports from Film Commission, Welcome Center
- B. Diversity of Arcata economy – Matching changing demographic (including HSU) demand with supply.
- C. Living wage. The Committee requested this item be placed as a Business / Action item for the next agenda.
- D. Brainstorming additional ways of generating revenue such as a landlord fee.
- E. Presentation by Burnett Brown about attracting funders and investors.

**VI. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**

- A. Committee – Committee member Woodward recommends the EDC include Zero waste “Plug the leaks presentation by Committee member Hart for an upcoming EDC meeting. Hart indicated she’d be willing to do a 15 minute presentation on how businesses can save money by implementing waste reduction methods into their business practice.
- B. Staff – Community Development Updates. Staff member Mateer announced the California League of Women Voters has a civics volunteer outreach program scheduled in March. Staff will provide EDC with additional information.

**VII. ADJOURNMENT. 7:05 pm**

ATTEST:  Joe Mateer, Senior Planner

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brett Watson	X	O										
Fawn Scheer	X	X										
Jane Woodward	X	X										
Maureen Hart	X	X										
Darrell Burilson	X	X										
Craig Wruck	O	O										
Vacancy												

X=Present; O=Absent; S=Special meeting