

CITY OF ARCATA
ECONOMIC DEVELOPMENT COMMITTEE MINUTES
On October 6, 2016, the Committee approved these Minutes

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

September 01, 2016
Thursday at 5:00

- I. ROLL CALL.** Committee Members Present: Brett Watson (Chair), Fawn Scheer (Vice Chair), Jane Woodward, Maureen Hart, Craig Wruck, Bryan Willkomm, and Rattnak Sokhom.
- II. ORAL COMMUNICATIONS.** NONE
- III. APPROVAL OF MINUTES.**
 - A. Minutes: August 11, 2016 Special Meeting. NO ACTION WAS TAKEN ON 08/11/2016 MINUTES
- IV. BUSINESS / ACTION ITEMS.**
 - A. Humboldt State University (HSU) Student Perspectives on Goods and Service Voids in Arcata. The Arcata Economic Development Committee (EDC) facilitated a group discussion with Humboldt State University (HSU) students, factuality, and community members. Attachment A is a summary of the discussion. No formal action was taken by the EDC.
- V. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**
 - A. Committee & Staff – Special Study Session with City Council - September 28, 2016.
- VI. ADJOURNMENT. 7:10 PM**

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Brett Watson	X	O	C	X	S X	O	O	V	X			
Fawn Scheer	X	X	C	X	S O	X	X	X	X			
Jane Woodward	X	X	C	X	S O	X	X	X	X			
Maureen Hart	X	X	C	O	S X	X	X	X	X			
Darrell Burilson	X	X	C	X	S O	O	O	Resigned				
Craig Wruck	O	O	C	X	S O	O	X	V	X			
Bryan Willkomm				X	S X	X	X	X	X			
Rattnak Sokhom	New appointment								X			

X=Present; O=Absent; C=Cancelled; S=Special Meeting (absences do not count); V=position vacated due to absences

ATTEST:

Joe Mateer, Senior Planner – Staff Liaison to the Economic Development Committee

Notes from EDC Forum on HSU Student Perspectives on Goods and Service Voids in Arcata - 9/1/16

HSU students were invited to the September meeting of Arcata's Economic Development Committee to share their perspectives around accessing desired goods and services in Arcata.

The purpose of the forum included:

- 1) Provide a structured forum for HSU students to share input and perspectives on what the community has to offer and for EDC members to increase understanding of these perspectives, focusing primarily on goods and services the students would like to obtain in Arcata.
- 2) Obtain a diversity of student perspectives so the EDC members can hear a broad range of needs and interests.
- 3) Include other members of the public in attendance as observers but not active participants.
- 4) Gain sufficient input and information so that the EDC can prepare recommendations and identify next steps for addressing key issues according to its purview.

Attendees were presented with the overview and purpose of the forum, and then students and student representatives were invited to participate in a guided discussion. A summary of the questions and responses are presented on the following page. In addition to the guided discussion, members of the EDC included other clarifying questions which are not summarized here.

The outcomes of the forum included:

Over a dozen students and student representatives attended.

Concerns over marginalization, unfair treatment and racism emerged as major concerns that add undue stress and frustration on top of the challenges associated with being a student.

General consensus built around the concept of "Safe Space Certification" for local businesses, and a commitment was expressed by the EDC to pursue implementing such a program.

New insights to the issues and concerns of students emerged which will inform the EDC for future work in its efforts to increase services and support for HSU students from an economic development perspective.

As next steps to this forum, the EDC expressed interest in pursuing the "Safe Space Certification" concept, and intends to invite local business representatives to a similar forum at a future EDC meeting in which they could express their perspectives around better serving students' needs.

Notes from EDC Forum on HSU Student Perspectives on Goods and Service Voids in Arcata - 9/1/16

What goods and/or services do you currently buy or use from businesses in Arcata?

- Internet
- Electricity
- Clothing (new/used)
- Bars
- Groceries
- Drug store
- Laundry
- Gas
- Camping and hotels
- Parking
- Stationery
- Restaurants
- Health centers
- Movies

What do you get from elsewhere (online, Eureka, etc.)?

- Books
- Clothes
- Hair care products
- Cell service
- Cultural foods/goods
- Groceries (Eureka)
- Stationery (online/Eureka)
- Technology

What goods or services would you buy or use if they existed in Arcata?

- Groceries and stationery at a lower cost
- Hair/body care services and products that are culturally relevant
- Cultural goods and food options
- Counseling and medical services
- Under 21 entertainment

Which gaps are really challenging for you?

- Groceries and cooking
- Housing
- Health care and counseling
- Gaps in information, lack of reliable sources
- Transportation and parking costs
- Racism and prejudice
- Lack of jobs
- Accommodating and diverse customer service

What are some concerns students have about accessing goods or services in Arcata?

- Increasing costs to live
- Disrespectful treatment (racism/prejudice, being trusted, judgment and perception)
- Being taken advantage of, especially re: housing
- Unresponsive customer service
- Safety and transportation (early/late hours, greyhound access)
- Insurance coverage doesn't work here

How are you currently dealing with these gaps?

- Other students provide services/help (hair styling, transportation)
- Emergency room instead of health provider
- Going home to visit, getting care packages
- Pay for hotels/camping
- Make do without
- Stay on campus

How would you suggest the community work together to make these changes?

- Increase self-awareness as a community about how it deals with issues
- Bring students and community together, including cultural and cross-cultural events
- Local businesses hire more diverse staff
- Implement a "Safe Space Certification" and incentivize businesses to become certified
- Hire more students – they reflect diversity and relate to needs of students
- Provide help with moving out and making transition after graduation
- Provide free or low-cost shuttle service to bus station
- Encourage businesses to show they care about student needs and not just dollars (ex: sales targeting student interests, contribute to scholarships for students, sponsor events/efforts appealing to students)