

**CITY OF ARCATA
ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

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

**November 3, 2016
Thursday at 5:00**

- I. **ROLL CALL.** Committee Members Present: Brett Watson (Chair), Fawn Scheer, Jane Woodward, Maureen Hart, Craig Wruck, Bryan Willkomm, and Rattnak Sokhom.
- II. **ORAL COMMUNICATIONS.** NONE.
- III. **APPROVAL OF MINUTES.**
 - A. Minutes: October 6, 2016 were approved as submitted on a motion by Hart second by Woodward and a 5-0 voice vote. Willkomm arrived late and did not vote.
- IV. **BUSINESS / ACTION ITEMS.**
 - A. Review EDC Annual Report presentation to City Council on October 19, 2016.
 1. Night Life Alternatives - Increase opportunity for recreational and cultural activities for non-alcohol based businesses. ACTION - The EDC discussed: Whether City ordinances conflict with the promotion of outdoors activities. Increase activities like the farmers market and the Creamery Districts Art market. Whether the lack of public transportation or street lighting is a limiting factor. Need to determine the age group the Council was interested in. Determine who is doing what and see if their existing services can be expanded to serve the target age group. The EDC or City can create an Opportunity List for community members to review to encourage business activity.
 2. Adult cannabis use trends. – What retail opportunities exists for the City? What? Where? And How? ACTION – The EDC discussed several social and economic issues such as: Is the Plaza an area the City should encourage or discourage adult cannabis consumption? Can the City designate an area for consumption that includes recreation, trails, arts, and entertainment, i.e Happy Valley property? Can tourism be increased with the passage of Prop 64? Consider creating public information on public consumption standards, i.e. where smoking is permitted. How will the State regulations affect the City’s standards for retail sales and use? Review City Municipal Code and Land Use Code to vet potential regulations and standards. Promote businesses that voluntarily development and implement safety standards. Promote businesses that provide transportation for consumers. Query the businesses within the industry to determine what their needs are, i.e. what types of businesses are they anticipating?
ACTION – On a motion by Sheer second by Woodward and a 6-0 voice vote the EDC added items IV.A.1. and 2. as a future EDC Goal.
 - B. Mobile Home Affordability. Update EDC on Council direction on mobile home affordability strategies. ACTION – No Comments or Action.
 - C. Arcata Business of the Year. 1) Discuss action plan to obtain nominees. 2) Create Business of the Year subcommittee to select nominees for the EDC to consider. ACTION – On a motion by Woodward, second by Hart and a 6-0 voice vote the EDC selected Watson and Willkomm to recommend Arcata business nominees for the City’s Business of the Year Award.
 - D. Business adaptations for a diversified consumer. ACTION – The EDC discussed various social media platforms and ways to increase exposure to the City’s economic opportunities.

- 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. Procurement Policies for Local Businesses: How do local business make decisions on buying local versus non-local products and services?
 - B. Houseless/Homeless issues affecting Arcata’s economy.
 - C. The EDC requested the Humboldt Area Center for Harm Reduction presentation is placed on the future agenda.
- VI. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**
- A. Committee member Hart informed the EDC about the Redwood Coast Rural Action.org’s Manufacturers Directory <http://redwoodcoastruralaction.org/the-work/manufacturing-directory/ncrmd/>
 - B. EDC members discussed preparing a response to letter’s to the editor regarding EDC ‘s discussion with HSU’s students about Arcata’s goods and service voids.
- VII. ADJOURNMENT. 7:20 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	X	X	
Fawn Scheer	X	X	C	X	S O	X	X	X	X	O	X	
Jane Woodward	X	X	C	X	S O	X	X	X	X	X	X	
Maureen Hart	X	X	C	O	S X	X	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	X	X	
Bryan Willkomm				X	S X	X	X	X	X	X	X	
Rattnak Sokhom	New appointment								X	X	X	

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

Approved by EDC on a motion by Woodward, second by Willkomm and a 4-0 voice vote on January 5, 2017.

ATTEST:

Joe Mateer, Senior Planner – Staff Liaison