

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

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

**March 5, 2015  
Thursday at 5:00**

- I. **ROLL CALL.** Present: Brett Watson (Chair), Fawn Scheer (Vice-Chair), Jane Woodward, Maureen Hart, Darrell Burlison, Craig Wruck, David Rosen

Staff Present: Larry Oetker (late) and Susan Diehl McCarthy

Public Present: Kevin Hoover, Jonathan Gilbert, Max (Craveano?)

II. **APPROVAL OF MINUTES**

Minutes of February 5, 2015 Meeting.

- A. Change to read “Minutes” instead of “Notes.”
- B. Watson had a transcription made of the minutes to capture discussion about marijuana, and to have more detail. Also, because everybody felt like the study session was not what they expected, he wanted to go back to the minutes and see how they got to that point. A copy of portions of the transcript was distributed. Attaching the transcript to the minutes as an addendum was proposed.

Items covered in the partial transcript were discussed:

- Watson mentioned that Oetker had ideas about subcommittees the EDC could form; he liked the idea and brought the committee idea up at later and Oetker talked about it more.
- Woodward expressed concern that the Study Session was to be the following week and they would not have a chance to meet again before items were presented to the Committee. Oetker said something can be put together and emailed to EDC. We won't be able to have a discussion internally and then we can bring it up in the meeting and then the EDC could have that dialog with the Council. Watson felt that that's what they were told, and that's what they expected, but what he did when he put something together apparently was he put it on the agenda. Brett wanted to clarify so everybody on the committee had an understanding how they ended up in that situation.
- Diehl McCarthy requested clarification as to Oetker not setting the agenda. Watson replied the EDC was told that the Council set the agenda. Scheer stated that the point is there was a gap in the minutes in reflecting that they were told they would be given information that they weren't. Woodward confirmed they weren't prepared and that Oetker ended up conducting the entire meeting with a few comments from the committee.
- Diehl McCarthy wanted to confirm: change “Notes” to “Minutes” and attach partial transcript addendum regarding the Committee not getting information they were told they would get before the study session. Scheer restated the action as attaching an addendum that provides further details that weren't reflected in the minutes.

Minutes of February 5, 2015 were adopted as amended on motion by Scheer and second by Hart. Brett specified the transcript addendum to be at 1 hour, 42 minutes and 22 seconds. Vote was unanimous except for abstention by Rosen.

III. **ORAL COMMUNICATIONS:**

Kevin Hoover with Mad River Union said he was hosting next two Thursday Night Talks, KHSU's public affairs show on Thursdays from 7:00 to 8:00 pm. The topic is cannabis, possibly for both shows. Examination of the state of legislation, prospects for legalization or decriminalization, and economic scenarios in the post-

legalization world. Knows EDC has been working on this and asked for knowledgeable guests who could bring people up to speed on economic planning around the potential for legalization. Would also feature Humboldt Cannabis Voice, Supervisor Mark Lovelace, Jennifer Budwig from Redwood Capital Bank. Gave his phone number so that members interested in being on the show could call.

Joseph Thompson. He and wife started business Stone Cold Chillin' last summer – dry ice distribution. Feedback from customers, City and County is that there is no dependable local ice supply. Turned in a micro-enterprise grant application and was hoping the EDC would look at it if it hadn't been seen already. He and wife Jenny came to make a showing; ready to do regular wet ice production and looking forward to some help from the City to get up and running. Plan anticipates \$1 million business in first year; looking for leg up from the City and any guidance the EDC might have.

Scheer asked if they were aware of work going on with City of Eureka to develop ice manufacturing. Yes; ice production on the waterfront. City of Eureka is doing feasibility study; no operators yet. Discussion about location: old mill on West End Road and locations with a loading dock, which is necessary for business. Space on South F Street was suggested by Hart; was for sale at one point. Also looked at complex on Samoa Blvd (with auto shop, Wing Inflatables). No location nailed down yet.

Burlison asked method of ice production. Thompson said they have a wholesale agreement with AirGas. But wet ice is a straightforward business; have done research and estimates for equipment for a start up with 10 tons per day of production in the summer; once they have a facility they could expand to do 60 tons per day. Looking forward to creating jobs in the community and servicing entire Pacific NorthWest. First year's business comprised of local contracts. Have little means; need help.

IV. **PRESENTATION:** A presentation by Joyce Lopes, Vice President, Administrative Affairs, an update on Humboldt State University and Expansion Plans

Strategic planning is in process at HSU. Presentation to the EDC will first look forward; then look back to purpose of university; look at diversity; then relate back to strategic planning.

3 Priorities:     Increasing student success and academic excellence  
                      Ensuring resources to fulfill the University's mission  
                      Supporting an inclusive and diverse community.

There are three task forces with about 12 people each, including students, faculty, staff, and one VP. Task force assignments made so that people with expertise and interest in one area are placed on a task force with a different focus. Helps people look at things outside their normal perspective – will give insightful look at each area. Many people have participated in the process in different ways. If people want to participate they can also go to HSU's website for strategic planning – <http://www2.humboldt.edu/strategicplan/>.

When plan is accepted by the steering committee it has to be operationalized. Support and input from community will be requested again at that time. Educational, support, technology, facilities, energy, and sustainability master plans to be developed, along with multi-year budget model.

Historical and current information about higher education in California, CA state universities and Humboldt State were presented, including points from the 1960 CA Master Plan for Higher Education, deemed to still be relevant. Of note: for every \$1 the state invests in the CSU system, \$5.43 is returned to the community statewide; the CSU is underfunded; over 50% of students receive full carry financial aid; and less than 40% of students carry debt after graduation. (Joyce to provide information about the study showing the \$5.43 to \$1 return.)

Comparison charts showing program interests were presented, including enrollment and the fastest growing occupations requiring a 4-year degree which show that HSU is well-placed in the marketplace. This also shows that although HSU is small it is important, offering education that other CSUs don't. HSU is also funded at one of the highest rates in the CSU per student (\$500-\$600 per student more).

A chart comparing demographics between 2004 and 2014 was presented. Of note is that demographics have changed considerably over the past ten years in first generation higher education students, people of color, low income and Southern CA origins. It is important to prepare and build partnerships in the community to take care of these students – an exciting opportunity.

In response to questioning, Lopes stated that it appears the demographic changes at HSU are the result of changes in California as a whole – being seen across the CSU system and the state. She does think HSU has higher numbers in people of color and first generation students, partly because of good financial aid and scholarship support; and because students want to be in the CSU system but far away from their parents. HSU has targeted more students from CA than previously – it's their mission, and the funding method changed so that out of state students do not pay more. Largest difference could be first generation students who are at about 1/3 of freshman classes elsewhere but 60% at HSU.

Looking at economic picture, of the whole budget of the State of CA the budget item for higher education is 11%. Of that 11% CSUs comprise about 21.5% - about \$63.9M from the State; the rest from tuition and other revenue sources. HSU is about 2.9% of the overall CSU budget. A question about other areas of the State higher education budget seeing increased revenues, but not CSUs, was answered in part by the State Budget Environment slide. CSUs have seen increased funding but not as much as other areas where funding is tied to legislation and tax rolls (like K-12). It was noted this is a topic of discussion at the Chancellor's office. They are in the 3<sup>rd</sup> year of a 4 year funding plan which is not likely to change under the current administration. In the future (a few years) CSUs will be measured and funding will be tied to performance.

The plan folds debt service for facilities into general fund. In the past the State took on debt service for facilities funding (would put out bond, and take care of paying bond). Now general fund has a debt service allocation that CSUs use to take care of bond repayment. If the debt service is greater than the State has allocated, the CSU is required to find additional funding for debt service – no additional State funding is forthcoming. (The State will continue to sponsor new bonds and the State Chancellor's office is responsible for finding ways for repayment.) CSUs are looking for flexibility in how they incur debt and how they invest debt, like UCs do.

Funding for HSU totals \$188M. Most expense (48%) for HSU is compensation – about 75% to 80% goes to academic compensation.

Impact of HSU on community:

- Each student spends about \$10k per year (based on the national average); \$85M in Humboldt County overall (Arcata not broken out of the rest of the county – difficult to differentiate between Arcata and Eureka spending).
- Over 6,600 people are employed annually.
- Community service by students and faculty is over 75,000 hours at 90 organizations, benefitting over 185,000 people. (Joyce to provide information about the process that returns this data.)
- \$200M spent purchasing local goods and services.

Grant portfolio: Significant increase in awards in 2014-15 over 2011-12, with 308 grants for about \$52.4M in additional resources being brought into and spent in the community. This is, for the most part, money being brought in from outside the community. A question as to what percentage of the \$52M comes from each of the three colleges can be answered by Joyce later – information to be forwarded. It can be said that the College of Natural Resources is the largest in terms of grants and contracts, followed by the College of Professional Studies, which is growing.

Current budget planning – never enough funding; still at same level as 2007-08 while serving many more students. While cuts have been made at HSU, it is a continual struggle to develop a sustainable plan. Key areas they are working on are found on the slide “Budget Planning Activities for HSU.” Using techniques of comparing budgets with similar CSUs; developing metrics to ensure allocations are appropriate and meet planned results; giving attention to the fact that on average HSU is one of the oldest campuses in the CSU system (inefficient, with deferred maintenance).

Recap of the three priorities and operationalizing of the HSU Strategic Plan, and reiteration of the desire to work together to help the City move its strategic plan and priorities forward, while the City helps HSU move its strategic plan forward together. Looking forward to getting feedback and working together.

Watson noted that information about how HSU impacts County and City economy is essential; having national information is odd. Planned expansion of numbers of students and trajectory for expansion also important; relates to impact on housing. Lopes noted that once the Strategic Plan is in place, along with its components like the Enrollment Master Plan, they could come back and make another presentation. Expects it will take a year or so to develop. In the meantime, can say that enrollment increases about 1% per year; a .5% increase projected for next year.

Burlison noted that the main impediment to growth is that the Chancellor's office is not giving HSU additional money to grow. Woodward noted she heard that it takes longer to graduate because students have to take more part time work to afford tuition, and with cutbacks classes needed to complete a degree are not available or classes are full.

Woodward asked if there are studies about concerns students have with the City – are needs being met, and if not, what do they need specifically? Lopes noted that the Educational Master Plan will address this. Not aware of programs being cut, and knows that faculty were added this year and will be added next year. HSU does many surveys with feedback that helps information the strategic planning process. The number one issue is having access to the classes they need to graduate; will be addressed in strategic planning efforts. Also – when students arrive and they are low income, first generation, and people of color, they need support systems in the community and at HSU.

First generation students often have no role model – what are expectations, and how do they graduate?

People of color – often have close familial ties that make it difficult to be so far away; when there is a family emergency it takes 12 hours to get home and the importance of getting back with them can interrupt the educational process.

Have had focus groups with more than 20 student groups with about a dozen students in each group and specific discussion about how they could be supported. Feedback from diversity and inclusion taskforce (Lopes on that taskforce):

- Students come up here and feel isolated – Humboldt doesn't look like home
- Feel out of place
- Going into a store is odd – they feel like they're being followed or tracked (might be because eye contact is being made – this is a possible educational opportunity)
- Ways to work together – maybe a diversity symposium about support for university and K-12 students of color.
- All survey reports posted on the strategic planning website.

Transportation was discussed – is looking at cheaper or easier ways to get down south and back (like charter buses) being done? Yes; the City of Arcata works with AmTrak and Greyhound; HSU housing asks before breaks who will be traveling and if there are more students than the regular bus schedules would allow, City works to bring additional buses on line. (The problem is getting students to plan.) HSU puts Zimride, Zipride, Carpool options on campus. For some students the problem is purely a monetary one – there are many challenges in dealing with these issues.

The number of graduates was discussed – about 1,500 per year. How many graduates are able to successfully obtain a job and stay here (Humboldt, Trinity, Del Norte)? Lopes knows there is a study and will provide it.

Procurement options and/or priorities for local contractors and suppliers are of interest to EDC and City. These issues will be addressed once the Education and Enrollment Master Plans are in place as they drive other plans. Important in Sustainability Plan and Budget Model to incorporate procurement – but no need to wait until plans are in place to work with and build relationships in community around procurement. Some work is already done; offer is open to meet with local businesses about steps to take and requirements for government contracts, and procurement department awaits invitation. Procurement of everything from toilet paper to copy paper to lab rats

and cleaning supplies; feeding 10k people per day. 20% of food is sourced locally – and HSU is willing to pay more; note that some farmers are not interested in supplying their products as HSU would take their entire production.

80 new students per year over the past 3 years – 100 students per year after the past 10 years. Where will new construction be? Dated 2004 Facilities Master Plan shows facilities accommodating many more students than currently projected; new strategic plan will use more current trends.

Additional discussion about economic impact: \$200M spent annually in Humboldt. 2k students housed on campus. The economic impact per student per month in Arcata only is a hard number to get at for HSU – easier to obtain information from students on campus as opposed to the 6,065 students living off campus. The \$10k per year spent by FT students is a solid number nationally; what can't be identified is which city they are spending money in. This contributes to the income vs. sales tax and the income vs. property tax discrepancies.

About 90% of all off-campus students are estimated to live in Arcata. Unclear whether apartment growth has allowed more students to live in Arcata, or if they have absorbed the transition of single family homes that used to house 6+/- students back to single family use. HSU would like to build more housing to have all Freshmen on campus, an educational best practice – chances of graduating are much better. Not looking beyond housing freshmen – about 400 beds – over the next 10 years.

How can the EDC or the City be helpful?

1. Helps to know how City development plans fit with HSU's development plan, and how each can support the other. Understand this is an evolving process as plans are developed over time.
2. How to work together to support the increasing growing diverse community in Humboldt and Arcata. Not just HSU but families and K-12 students. Campus looks more like America than Arcata does; and Arcata looks more like America than Eureka does – this is a huge opportunity for the City to have uncomfortable conversations about how to support diversity – what living in a diverse community looks like, the biases we bring with us, and how we support a just community every day. HSU is reticent as they are not sure it is the university's role to intrude in the community, although the conversation needs to start. Focus groups started, but very little community turnout (world café). A symposium may be a good way to go. Big Brother, Big Sister concept has been discussed.

A model for dialog was suggested: presentation on a problem, then break into sub-groups for discussion; best is all ages. Lopes noted that they are engaged with first year experience about cultural shifts; mentor programs; things to create connections.

Presentation called to a close with thanks, and request by EDC to return another time with updates.

## **BUSINESS ITEMS:**

### *A. Update on Marijuana Legislation and Related Issues (Chair)*

No update; looking forward to forming a subcommittee to become better informed.

#### *i. Clusters or Innovation Area of Marijuana-Related Businesses (Attachment B)*

No one had to say about this.

#### *ii. Direction from City Council for EDC action – Staff Working Group*

There was originally direction from staff about calling it a subcommittee or staff working group. Diehl McCarthy said the staff working group model was a miscommunication on her part. Subcommittee will be no more than three people to avoid creating a quorum (which is 4 people). Watson saw subcommittee as 3 EDC members and at least two community members, one from each dispensary. It was suggested that non-dispensary related members be invited.

The exact objective of the subcommittee was questioned discussed. EDC has direction from Council to focus on impacts of legalization within the community in terms of economic impact and development, and how

the community might best prepare for it – what to be aware of in anticipation of legalization. This includes identification of relevant policy or regulatory issues.

Rosen posited that only two things that impact economic development in a community like Arcata: lower the effective tax rates or fees, and inducing the government to make direct investment into infrastructure. The Flakeboard area was mentioned, but generally the Committee's role is exploring possible strategies, any policy recommendations. Noted that much experience has been shared by members of the public, including impacts in other states where certain policies weren't put in place.

Watson said he spoke with Councilwoman Ornelas who said her intent was the formation of an ad hoc committee that would be in place up to 6 months to look at all issues and if they decide it is something they want City staff does the **unable to hear**. (Around 1:11:09 on recording) Rosen goes on record that he is neutral on the issue; wants inclusion of the impact on existing businesses. Watson noted that's one reason they're looking at a certain area that's off the beaten path.

Watson asked Oetker to speak about the concept innovation area and why the Flakeboard area was selected, specifically isolating cannabis businesses from neighborhoods. Oetker responded that the primary reason is that the two existing dispensaries have had their eye on that site, and it is available. The secondary reason is that when it was an operating mill it had its own power substation and understands that it buys its power in bulk from PG&E at about \$.09/kilowatt hour vs. a substantially higher rate on open market – which could give energy dependent business a competitive advantage.

Then, the facility's condition is better than that of Wing Inflatables, which is wood construction. Flakeboard is of metal construction and has cosmetic problems, but its more than the 200k SF building that people see exterior of. The dispensary concept is to use the two smaller buildings to the west – 8k SF and 2.5k SF, along with a 60 x 200 foot concrete structure that was built in 2009 – a completely contained air filtration structure. Conceptually, could be used for growing operations – lots of ventilation. Secondary concept is for the property owner to build a 10k SF building with a kitchen and other amenities to create a manufacturing incubation center similar to Foodworks.

The site is available, has power, and is a site interested parties are already looking at. And when there is a project that community views with skepticism it makes sense to put it in an area that is neglected to improve it. Would neighbors protest? Oetker noted he has worked with dispensaries since 2008; this is a type of activity that is problematic in the City (he compared it to housing for the homeless, where the City reviewed 252 sites before finding a location due to neighborhood objections). At the Flakeboard location there are only two neighbors that may be opposed: Alves Roofing, and McCullough Construction. Current owner has site control over Flakeboard property.

Discussion about the need to determine just what the subcommittee should be tasked with. The point made about economic development being spurred by government investment may be a fit; the EDC or Staff working on this. Discussed a standing EDC subcommittee interacting with community members to first, look at pilot project in innovation zone by June, and then at other impacts or regulatory strategies after June.

Question about whether this is only unique industry we don't feel experienced or educated enough in? Are there other issues we could use EDC subcommittees for? Healthcare industry needs help; HSU needs help. More discussion will be under item V. Communications. It was noted that cannabis legalization has potential to have large and sudden impact, unlike other fields. Change in 2016 is likely – this is the time to get ready.

Discussed the impact if the City did nothing. The industry itself doesn't need financial help and assistance so much – look at the amount of money going through WA and CO. But local rules and regulations and the number of dispensaries/manufacturers/producers can be managed by the City – the regulatory side rather than financial support. The example of the excessive users energy tax was brought up, and how it moved many growers out of the city. Reference to a letter to the editor of the Times Standard or NorthCoast Journal that the biggest, most important county-wide economic decision in the last 20 years was when the District Attorney decided not to prosecute “marijuana stuff.” Arcata is unique in that the community is more knowledgeable and aware, and inroads with dispensaries are already made. Focus is less on large industrial

grows – as are projected in the Valley – and more on artisanal and craft grows and products. The means a different positioning here than elsewhere.

A guy named Max (Craveano?) introduced himself from the audience as a veteran interested in cannabis and how it might help veterans, and expressed interest in being on the subcommittee. (Spoke about moving to the redwoods from SoCal for the mountains and trees; lack of jobs. Was a biologist with Fish & Wildlife; wife is a teacher. 22 veterans each day commit suicide, and cannabis might help them. Opined that segregating uses to a certain area is not the way to go especially with so many bars; most would prefer cafes. Expressed interest in being on a subcommittee.)

Oetker clarified how the subcommittee works. Anyone outside the EDC who meets with the subcommittee is not a member of the subcommittee, they are simply invited to meet with the subcommittee. No noticed meetings. Subcommittee can choose to meet with whomever they want, wherever they want, even by phone. No one else from the EDC can attend, and the entire subcommittee doesn't have to meet together. Subcommittee can then report out to the EDC at a regular meeting; can't talk to other EDC members about it beforehand.

A subcommittee was formed, consisting of Brett Watson, Craig Wruck, and David Rosen. There was discussion about it being unnecessary to balance gender for this subcommittee's purpose. Jonathan Gilbert and Max (Craveano?) would both like to be invited to meet with the subcommittee. Max opined that the dispensaries want to keep everything for themselves.

Formation of the subcommittee was approved by unanimous vote on motion by Burlison and second by Hart.

#### B. *Recap of Meeting of City Commissions and Committees Chairs (Chair)*

Watson reported on the meeting, which he thought would be a conversation among Chairs of Commissions and Committees. Instead, 2 HSU employees, including Joyce Lopes, led a discussion about making Arcata more hospitable for students. Discussion also about how Arcata has changed and what may have driven changes: 2007-2008 – a time that HSU went through budget cuts and a lot of unique class offerings were cut – this was referenced as possibly contributing to a cultural change. Also grow house changes – once the excessive energy use tax was implemented grow houses went from about 600 to 60, meaning 540 households left the city. Brett said he spoke of the downside of student population (like end of semester issues like piles of household goods being left on the streets) with an upside being when students leave they are better people in society – more tempered. Example given of how driving improves after new students have been in town a while, possibly because of partaking of local products.

#### C. *Valley West (Staff)*

Oetker noted attention to Valley West is critically important. Noted the City received a second set of plans for the Zanzi subdivision – 10k SF building. Hoping it (the Madriver Business Park) will fill up.

City is currently in process of updating its Local Coastal Plan. There is focus on a particular parcel at the intersection just off the roundabout as part of the plan. It's rezoned commercial; and excludes any ag lands. When LCP amendment is done, there are plans to annex as it is a prime location for new hotels and related projects – it is literally right at the off ramp of major highway. Planning to continue over the next year.

AmeriGas will expand into the old Moser building, noted to be in the Paramount business park.

In the Downtown area, where Marinos was located, a 3-story building was approved with commercial on the bottom and apartments on top. Construction will likely begin in the new (fiscal) year. In addition, Hensel's is expanding into the alleyway.

Diehl McCarthy mentioned experience of homeless interruptions to a business in Valley West, and resulting conversation with the business owner, who thought posting and referring to City ordinances would help in dealing with some of the transient problems like dog poo. The pertinent City ordinance was posted immediately – he now has something he can refer to that says “you can't do that.” Dog poo bag dispensers

could be useful there and citywide – small incremental improvements can help. Oetker referred to improving how Valley West looks by changing parking parameters – it can look like a used car lot with cars for sale lining the road, along with campers and boats – makes the area look poor. Also, emptying garbage cans at bus stop so they aren't overflowing. These are small incremental changes the EDC can recommend / encourage that have potential to spur other changes and change the area over time.

Put Valley West on next month's agenda.

It was noted that at the Study Session Alex Stillman talked about opening up a mobile home park to the area. Watson wanted to look into it and report back. Oetker offered to take him on a tour, in which Woodward was also interested.

#### D. *Creamery Economic Overlay Zone Update (Staff)*

Oetker met with the Creamery District group. This is an industrial zone – even Holly Yashi is a borderline use; restaurants not allowed; a number of uses in the area are not really allowed by Code. Creation of overlay zone will encourage what the community and neighborhood want to see. Oetker will be making suggestions as to what might work within the Creamery District– the first phase of permit streamlining may take place here. The strategy is to create a palette of design element that include elements like energy conservation, landscaping, and architectural detail for high quality design. If a project has a certain number of those elements, it would be exempt from design review. Then, instead of staff mandating design, citizens can be challenged to come up with their own designs (instead of spending time figuring out how to get around regulations).

A question was raised about new projects fitting in with the current neighborhood. Oetker noted that when people are asked what their favorite neighborhood is, they call North Town – where houses and settings are completely different from each other. Thus the neighborhood says what it is that they like (in getting away from the suburb effect). Everyone has a different concept of good design; many property owners don't know how to put good design together – but if they have a choice of good design elements that would help.

Watson requested updates on this in the future.

#### E. *Further Discussion of Planning Permit Fees and Streamlining the Permitting Process (Staff)*

Woodward reiterated her concern about tree removal regulations. She promoted an online permitting processes, and having information easily available online, clarifying that it needs to be easy to find out what requirements are. Diehl McCarthy noted that regulations are online. City staff recognizes that permitting process needs to go online and many at City are working on how to implement it. Nothing moves quickly in government.

Woodward reiterated that the main complaint she hears is the hookup fees charged by public works. Diehl McCarthy noted that the City is making an estimate of hookup costs part of the beginning of the overall permitting process (that encompasses planning and building) to eliminate surprises. Oetker noted that permit streamlining has been a topic for the last 18 years. Code amendments that help reduce the fee and processing times continue to be implemented as identified. Also noted that although all permits have different processes and costs this is a primary goal today, and will likely continue to be.

Diehl McCarthy noted that the Land Use Code is all available online; the issue is accessing it – the public needs to be educated. Currently taking all available opportunities to demonstrate how to use GIS to find property information, and how to find pertinent areas of land use code.

### V. **CORRESPONDENCE / COMMUNICATIONS**

#### A. ECONOMIC DEVELOPMENT COMMITTEE:

1. Scheer suggested a formal welcome and introduction of new member David Rosen, as the EDC doesn't see applications. Rosen is CFO of United Indian Health Services; formerly VP of Finance with Internews. Has a background of 20 years in the non-profit world. Before moving to Humboldt, was CFO for an economic development organization that sought to increase employment opportunities for underserved communities

in California through technical assistance but primarily by investing in small business. He has an MBA with a finance emphasis, and enjoys the number side of things; hopes to have discussions about ranking and measuring opportunities in economic development. Lives on Jacoby Creek Road outside the city limits but in its planning area. Is charmed by Arcata – has had great experiences with the City and its website. Oldest son is an HSU graduate; middle son and airline pilot; younger daughter lives in Eureka. Excited about the work that the EDC and the City does, and sees it at the right scale for his involvement. Has been in Humboldt County four years (relocated from the Santa Cruz mountains), but has been a visitor for 20 years and is an avid fly fisherman.

2. Scheer suggested an agenda item for the next meeting: Do we need other subcommittees? EDC may be disconnected with issues going on in the greater community or county. For example, the EDC has been discussing what can be done to support industry with (cannabis) legalization and what's going to happen, while the Workforce Investment Board put together an analysis showing what economic impacts legalization might bring about 2 years ago. So rather than recreating the wheel, it would be helpful to know who else the EDC can get connected to. Purpose is to talk about liaisons with other committees or groups – to task the Committee with plugging in to what else is going on – not just in regards to marijuana, but health, academics, etc.
3. Also discussed giving time for Jonathan Gilbert to give a presentation at next meeting. He noted he has latest local and national economic impact information on cannabis industry that was presented to the Board of Supervisors at their 02-24-15 meeting. 10 minutes presentation with 20 minute discussion.
4. Watson proposed taking on doing a survey on the HSU campus to find out where students live and shop and spend money. Would get a statistician to help design the survey and thinks it might be simple. It was suggested he speak with (Maggie?). Scheer would be surprised if a study like that were not already done. A good starting point might be with surveying professors.
5. Rosen suggested another agenda item: Would like to know what staff thinks about how issues are measured; an open discussion with the EDC about how “good thing” is identified, and what isn't, by using traditional measurements. Suggested starting with basic ranking of opportunities.
6. STAFF:
  - i. Nothing to report – other than one microenterprise loan in process. Reminded of the process: First, self qualification and a telephone conversation, then meeting in person for City qualification, then submitting the actual application.

Oetker mentioned different loans in the City portfolio, some loans the funds available, and marketing plans. It is difficult to plan when funding is so up and down. Stated that perhaps a report like that would help the EDC know where funds are actually available and for what.

Woodward asked whether the County had a microenterprise program and if staff had looked at what they are doing. Diehl McCarthy noted that the County called us to obtain a copy of what we are doing.

## VI. ADJOURNMENT

The meeting adjourned at 7:15

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jane Woodward	X	X	X									
Fawn Scheer	X	X	X									
Brett Watson	X	X	X									
Maureen Hart	X	X	X									
Darrell Burlison	X	X	X									
Craig Wruck	X	X	X									
David Rosen	N	N	X									

KEY:

X	A	N	C	
Present	Absent	NA – Not a member this month	No Meeting	Special Meeting (not regular attendance)

Attest: \_\_\_\_\_  
Susan Diehl McCarthy, Committee Liaison