

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

**City of Arcata Council Chambers  
736 F Street, Arcata**

**August 7, 2014  
Thursday, 5:00 P.M.**

- I. **ROLL CALL:** Present: Jane Woodward (Chair), Garry Nelson (Vice-Chair), Darrell Burlison, Brett Watson, Craig Wruck, Maureen Hart (arrived late)

Also present: Jennifer Miller

II. **APPROVAL OF MINUTES**

- A. Draft Minutes of 05-22-14 – Adopted on motion by Nelson, second by Burlison, and a unanimous voice vote.

- III. **ORAL COMMUNICATIONS:** Introduction of new small business, California Lips, an interpreting and professional services company, by resident Holly Brunner.

IV. **BUSINESS ITEMS:**

- A. Opportunity Overlay Zoning Update.

Staff identified two areas for potential Opportunity Zones with maps showing both proposed zones. Opportunity Zone 1 is broken into three focus areas which covered the "Creamery District". Opportunity Zone 2 includes two areas on South G Street.

Jane Woodward asked the committee for comments on the maps and thoughts on how to address them. Jane reviewed a brief history of the EDC's previous walk through of the Creamery District with Greenway partners and business members from the Creamery District. The local businesses in the area have a visionary leader and would like to create an entertainment district. The discussion was in regards to the City aligning the zoning to what the businesses are trying to accomplish because it is not currently zoned for these type of businesses. There were questions about the difference between changing the zoning and allowing a zoning variance. The primary concern is the issue with land that needs environmental clean-up and how this change in zoning would affect the requirements for this land to be cleaned up. Maureen discussed South G and a lack of vision or unified goals for that area.

The committee would like to look at the overlay prior to it going to the City Council for approval and would like to set up another walk about of the property and also address the issue of how this would affect the environmental clean-up on any of the parcels.

- B. Micro-Enterprise Program

Jennifer Miller gave a brief description about the program, how it would be run and what types of businesses may qualify for the grants and loans available under the Micro-Enterprise program. Jane and Maureen discussed marketing/promoting the program, including fact sheets with details about the program available to the public. The City is pending guidelines to be reviewed by the Community Development Block Grant and staff will send the draft guidelines out to the EDC to review.

**V. SEPTEMBER MEETING AGENDA ITEMS:**

- A. Goals and Strategic Plan; Coordination with City Council Study Session
- B. Election of Chair and Vice Chair
- C. Form subcommittee for Business of the Year Award
- D. Form subcommittee for Zoning Overlays
- E. Opportunities overlay zoning update and how City would like EDC to be involved
- F. Feedback from EDC on Micro-Enterprise Guidelines and program

**VI. CORRESPONDENCE / COMMUNICATIONS**

**A. ECONOMIC DEVELOPMENT COMMITTEE:**

- Recommend a tour of Wing Inflatable's if anyone has a chance to do so
- Write up on goals was passed around by Jane for committee to review which goals they would like to spend time on
- D Street Community Center will be available for the equity fundraising event October 9<sup>th</sup>, Roger James will facilitate and Jon Gregory will be presenting.
- Follow up on Tech Center meeting held in April.

**B. STAFF:**

- Invitation from Arcata Chamber of Commerce to the reception to be held August 12th in honor of Lisa Rossbacher, the new President of HSU passed out to EDC

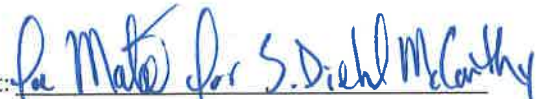
**VII. ADJOURNMENT – 6:50 p.m.**

Per Section 2204.C of the Arcata Municipal Code, "If any member of a committee is absent for three regularly scheduled meetings in a calendar year, the secretary to the committee shall certify that fact to the Council and the Council shall thereafter declare the position on the committee to be vacant."

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jane Woodward	C	C	X	X	X	X	C	X				
Garry Nelson	C	C	X	X	X	X	C	X				
Fawn Scheer	C	C	X	X	A	X	C	A				
Brett Watson	C	C	X	X	X	X	C	X				
Maureen Hart	N	N	X	X	X	X	C	X				
Darrell Burlison	N	N	N	X	X	X	C	X				
Craig Wruck	N	N	N	A	A	X	C	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