

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

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

October 2, 2014  
Thursday at 5:00

- I. **ROLL CALL.** Present: Jane Woodward (Chair), Garry Nelson (Vice-Chair), Darrell Burlison , Brett Watson, Fawn Scheer  
Staff Present: Susan Diehl McCarthy  
Absent: Maureen Hart, Craig Wruck
  
- II. **APPROVAL OF MINUTES**
  - A. Draft Minutes of August 7, 2014 meeting. Two additions were provided in writing by Brett Watson and Maureen Hart in order to provide additional detail to the draft minutes. Additions include: 1) Zoning Overlay discussion, and 2) the need for more detail as to the context of “environmental cleanup.” The minutes, with the additions included as Attachment A, were adopted on motion by Burlison, second by Watson, and a unanimous voice vote.
  
- III. **ORAL COMMUNICATIONS:** There was general discussion about business sectors for Committee focus, and providing support programs, including possible use of QR codes to provide information.
  
- IV. **BUSINESS ITEMS:**
  - A. *Feedback from EDC on Micro-Enterprise Guidelines and program.*

Staff provided an update about the program: Provides direct financial assistance only in the form of grants or loans. Noticing for 10-15-14 Council meeting – CDBG Program and other sources of funding.

    1. Jane Woodward provided written feedback on the Micro-Enterprise Program for discussion and to be passed on to program staff. Key points / questions were:
      - It would be beneficial to have information in an editable format so it is easier to make comments or proposed changes.
      - Are grants only for rehabilitation of space? What about for business/planning consultants, or creating models, product prototypes, prototype testing, or to meet technical assistance requirements? (paragraph 3.3; 3.5)
      - Is there an example of a screening application? (paragraph 4.3)
      - Definition of a living wage is ≥\$14 / hour.

- Are small grants available for building product models, prototypes, proofs of concept, and testing?
  - Draft marketing materials and a bookmark would be helpful.
2. The Committee would like to know what types of activities the Council would like to see, and the primary criteria they'd like to consider in program eligibility.
  3. The Committee would also like to see information for potential program participants in the form of handouts, fliers, bookmarks. Staff noted the information will be available on the City website, and that funds are needed in order to print them.

B. *Opportunities overlay zoning update and how City would like EDC to be involved.*

It was noted that there are communities members interested in overlay zoning. Could they pay up front to have the work done?

Industrial Limited (IL) zoning – could there be incentives to maintain IL zoning, to not “give away” the zoning without a price?

1. *Form subcommittee for zoning overlays.* The question of how much IL land is currently unused was raised. A subcommittee was formed to explore this and other overlay zoning concerns. Maureen, Garry and Brett were voted as a subcommittee on motion of Darrell, seconded by Brett, and by unanimous voice vote. The subcommittee will report monthly to the Committee.

C. *Goals and Strategic Plan.*

Members discussed the need to clarify what the EDC is committed to.

Jane Woodward provided an account of the Committee's current activities, a proposed goals statement, and options for subcommittees. Several changes were suggested and are incorporated into the attached Attachment B.

The revised Committee Activities and Committee Goals were adopted on motion by Nelson, second by Watson, and a unanimous voice vote. Activities and Goals will be used by the Committee to coordinate with City staff and fulfill its role as advisor to the City Council.

Staff reported that funds necessary to perform an analysis on information available at no cost from WIC for a Strategic Plan Update are dependent on the final cost of completing the Housing Element to the General Plan.

As the role of the EDC is to provide recommendations and feedback to the City Council, the importance of regular reporting to the Committee on the following was discussed:

1. Receiving quarterly reports from Arcata Main Street, Chamber of Commerce, the Film Commission, and Arcata Economic Development Corporation.
2. Receiving information about business loans made, and business loans in process before they are approved or declined if at all possible, for purposes of understanding what types of businesses are applying for loans.
3. Reports by Staff if there are noteworthy changes at Foodworks.

D. *Form subcommittee for Business of the Year award.*

The process for selection of a BOY was discussed. A fill-in-the-blank application will be posted on the City website, and a press release sent soliciting nominations. Garry Nelson and Brett Watson were elected as the BOY subcommittee on nomination by Scheer, second by Watson, and unanimous vote.

E. *Election of Chair and Vice Chair.*

Brett Watson was elected Chair on nomination by Nelson, second by Woodward, and unanimous vote.

Fawn Scheer was elected Vice Chair on nomination by Watson, second by Burlison, and unanimous vote.

V. **CORRESPONDENCE / COMMUNICATIONS**

A. **ECONOMIC DEVELOPMENT COMMITTEE:**

1. Brett noted that he invited Jennifer Budwig from Redwood Capital Bank to the November 6<sup>th</sup> meeting to discuss her study of the potential economic impact of marijuana legalization on Humboldt County's economy.
2. Jane requested clarification of whether absences are based on regular meetings only.
3. Fawn noted that Bruce Labelle has postponed the Equity Event until January or February.
4. Garry asked that correspondence be spelled correctly.

B. **STAFF:**

1. CDBG Update (previously discussed)
2. Humboldt Bay Challenge – successor to Economic Fuel. Had successful launch and is continuing to seek sponsors and supporters.

VI. **ADJOURNMENT.** The meeting adjourned at approximately 6:45.

ATTACHMENTS

Attachment A – Supplement to 08-07-14 Minutes

Attachment B – EDC Activities and Goals

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

KEY:

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

*Susan Diehl McCarthy*  
 Susan Diehl McCarthy, Committee Liaison

October 2<sup>nd</sup>, 2014

Attention City Staff,

Please add these additions to the meeting minutes (EDC meeting on August 7<sup>th</sup>, 2014) so that there is a record of concerns that were raised and the public will have a clearer accounting of the meeting that took place on their behalf, the city council can review for information, and the committee has a record of what was discussed.

#1 Regarding the Zoning overlay.

Watson and Hart brought up the primary concern of the loss of substantial job habitat via the loss of light industrial zoning. This was raised and discussed at length by both Brett and Maureen at the last two meetings including the impact on low cost manufacturing space and having housing developed close to industrial area causes problems as experienced in the Bay Area.

The need for a clear industrial plan for the City of Arcata is important to have clarified (Hart).

When talking about impacts on neighborhoods, Hart said that the City's General Plan reflects that no neighborhood should be overly impacted and that City's needs should be spread fairly around town. South of Samoa neighborhood has had a number of businesses located there that are high impact and have impacted traffic. One business (Figas) was challenged to move from their old location because of the impact on housing close by, yet there is housing close by to the location they moved to. Also, traffic in the evening has increased through the neighborhood because of nightly entertainment.

#2 More detail is absolutely necessary as to the context of "environmental cleanup". This has been discussed several times at length by Garry Nelson.

Since these meeting minutes are the record of the EDC meetings, we want to make sure they reflect what is being discussed. If a city council person reviewed these minutes, they would not be able to understand what went on except for the decision, when there is much more. Even a simple solution of adding "Concerns brought up": "Ideas discussed":. It would also be important for our own internal understanding and memory.

Thank you.

Brett Watson and Maureen Hart

**City of Arcata Economic Development Committee Goals**

Adopted 10-02-14

To identify and assess programs, strategies and policy changes that will result in growth of new and existing businesses, the creation of living wage jobs, and overall economic growth; and to advise the Arcata City Council.

## **City of Arcata Economic Development Committee Activities**

Adopted 10-02-14

The EDC is committed to the following activities by direction of the City Council and in coordination with the Community Development Department.

1. Monitoring of contracts and funds delivered to Arcata Main Street, Arcata Chamber of Commerce, and Humboldt-Del Norte Film Commission.
2. Using an established process to recommend three candidates to the City Council for Business of the Year.
3. Monitoring implementation of the Economic Development Strategic Plan and updating the Plan when relevant.
4. Reviewing applicants and assisting the marketing of business loans, including the microenterprise program.
5. Monitoring noteworthy changes at the Foodworks business incubator.
6. Examining how to assist with economic development and business opportunities in the post-redevelopment era, with particular focus on Valley West (and other possible projects), potential economic opportunity zones (including the Creamery District and neighboring areas, and SOSA / South G Street).
7. Soliciting presentations on economic development issues of interest to the Economic Development Committee and the City of Arcata.