

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

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

**October 5, 2017**  
**Thursday at 5:00 P.M.**

- I. **ROLL CALL.** Committee Members: Bryan Willkomm (Chair), Maureen Hart (Vice Chair), Jane Woodward, Rattnak Sokhom, and Aaron Lieberman present. Craig Wruck absent. One vacancy. Member Lieberman arrived 5:21 P.M.
- II. **ORAL COMMUNICATIONS.** NONE.
- III. **APPROVAL OF MINUTES.** On a motion by Woodward, seconded Sokhom and a 4-0 voice vote the August 3, 2017, and September 7, 2017, Minutes were approved with the addition of member Lieberman on the attendance tables. AYES: Willkomm, Hart, Woodward, and Sokhom. NOES: NONE. ABSENT: Wruck and Lieberman. ABSTENTIONS: NONE.
- IV. **BUSINESS / ACTION ITEMS.**
  - A. Annual Business of the Year Award. ACTION: The Committee considered the subcommittee recommendations for 2018 Business of the Year Award. On a motion by Woodward, seconded Sokhom and a 5-0 voice vote the Committee recommended forwarding the following businesses to the City Council selection committee: North Coast Co-Op; Redwood Curtain Brewing Company; SCRAP Humboldt; Northtown Books; Tin Can Mailman, and Kinetic Coffee Company unless additional nominees are submitted for consideration by November 1, 2017. YES: Willkomm, Hart, Woodward, Sokhom, and Lieberman. NOES: NONE. ABSENT: Wruck. ABSTENTIONS: NONE.
  - B. West End Specific Plan Market Analysis recommendations. ACTION: The Committee reviewed and revised their market trend recommendations. On a motion by Hart, seconded Sokhom and a 5-0 voice vote the Committee recommended forwarding their recommendations (Attachment A) to the West End Specific Plan consultants. YES: Willkomm, Hart, Woodward, Sokhom, and Lieberman. NOES: NONE. ABSENT: Wruck. ABSTENTIONS: NONE.
  - C. Adult Cannabis Policy Review. ACTION: The Committee discussed and created a subcommittee to review adult cannabis retail sale policies based on Strengths, Weaknesses, Opportunities, Threats (SWOT) business analysis. Community members Moonlight Macumber and Lee Jensen volunteered to assist the committee in their review. On a motion by Woodward, seconded Sokhom and a 5-0 voice vote the Committee established a subcommittee of Lieberman, Hart, and Wruck (with Sokhom as an alternative if Wruck declines) to make recommendations to the Committee on the City of Arcata policies on adult cannabis sales. YES: Willkomm, Hart, Woodward, Sokhom, and Lieberman. NOES: NONE. ABSENT: Wruck. ABSTENTIONS: NONE.
  - D. Review City Council Study Session with City Committee Chair and Vice Chairs. ACTION: The Committee discussed options to increase communication with the City Council. Staff will provide a copy of the Committee Agendas and Minutes to the City Council and City Manager. The Committee may consider including additional project topic discussion items to supplement the action minutes.
  - E. 2018 Committee Goals and Activities. ACTION: No action was taken on this item.

**V. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**

- A. October is Sea Level Awareness month. The City is sponsoring several events on Saturday, October 7, 2017.
- B. Joint Study Session with the City Council is scheduled for Tuesday, October 17, 2017 at 7:00 P.M.
- C. The City Council is considering having all the City’s Commission and Committees terms end at the same time. Therefore, the Committee’s term would end on March 31 instead of January 31.
- D. The Commission asked staff to look into changing the meeting day from the first Thursday of the month so it doesn’t conflict with the Arcata Chamber of Commerce mixers.
- E. Committee member Willkomm announced he is in the process of developing the “IdeaArcata.com website to exchange ideas about our community.

**VI. ADJOURNMENT. 7:04 P.M.**

| 2017            | Jan | Feb | Ma | Apr | Ma | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----------------|-----|-----|----|-----|----|-----|-----|-----|-----|-----|-----|-----|
| Bryan Willkomm  | X   | X   | O  | X   | O  | X   | X   | X   | X   | X   |     |     |
| Maureen Hart    | X   | X   | X  | X   | X  | X   | X   | X   | X   | X   |     |     |
| Jane Woodward   | X   | X   | X  | X   | X  | X   | X   | X   | X   | X   |     |     |
| Craig Wruck     | X   | X   | X  | X   | X  | O   | X   | X   | X   | O   |     |     |
| Rattnak Sokhom  | O   | X   | X  | X   | X  | X   | O   | X   | X   | X   |     |     |
| Aaron Lieberman |     |     |    |     |    |     |     | X   | X   | X   |     |     |
| Vacancy         |     |     |    |     |    |     |     |     |     |     |     |     |

X=Present; O=Absent; C=Cancelled; S=Special Meeting (absences do not count)

**Approved by the Committee on .**

On a motion by , seconded and a voice vote the Committee approved the Minutes. AYES: NOES: ABSENT: ABSTENTIONS:

ATTEST: Joe Mateer, Senior Planner

**West End Specific Plan**

Arcata Economic Development Committee  
Market Trend Recommendations October 2017

1. Passive and alternative energy from water pipeline – Lucid technology
2. Technology / Environmental
  - a. Regional Compost
  - b. Solid Waste / Recycling
3. Production / Packaging
4. Tourism
5. High End Musical Instruments
6. Music Venue
  - a. Outdoor theater
  - b. Marketplace
  - c. Flea market – swap meets
7. HSU facilities –
8. Health Food production
  - a. Kombucha
  - b. Food Works
  - c. Mead
9. Office Space / Incubation Centers / Maker Space
10. Recycled Forest Products
11. Address need for more consumer traffic and innovations of the future, EV charging (auto/truck)
12. Individual storage units for both consumers and businesses (e.g., Rainbow storage)
13. Area set aside for a campground or tiny homes, or for tiny home construction contractors
14. Area set aside for food trailers and other mobile vendors
15. Walkable community; bicycle parking area
16. Space established for entry to Community Forest: current parking area totally inadequate
17. Specialized Cannabis Medical Center to research and provide cannabis treatment
18. Space set aside for students/entrepreneurs/investors to test new products
19. Space for hydroponic food production (hydroponics is a developing food production solution)
20. Space established to hold farmers/vendor markets

21. Warehouse space for businesses like Fire and Light, at reasonable prices
22. Think ahead to the businesses/industries we're going to need in the future.
23. Consider whether it's possible to hook into the existing railway on West End to use it to connect with Arcata proper, in which case we'll need a parking area and permission to use it.
24. Cannabis Tourism Center, coordinate tours, museum, demonstration, etc.
25. Designated food truck space
26. Carve out zone for non-cannabis businesses
27. Community park space
28. Research in to making space desirable for high tech companies
29. The report seemed to highlight the Prosperity reports only. This is a limitation of the report and research.
30. There are some Humboldt updates on how targeted groups fared during and after the recession that showed that the Niche manufacturers did very well. That report was an update that came from Randy at EDD (I believe). He may have additional updates and information to focus on.
31. Other trends that may impact our area – some research around those areas will move this report into something more interesting and beyond the status quo. What are some of the larger trends and some of the Community based trends.
32. Circular Economy

“A **circular economy** is an alternative to a traditional linear **economy** (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life”. Reduce, Reuse, Repair, Recycle, Compost, is how we are used to looking at this approach. But it is also an innovative design approach. There is a lot available on this. I will be looking into this in Netherlands if I have time...they are one of the leaders.
33. Plug the Leaks – what can we provide locally that we import now. How do we strengthen our economy by focusing on plugging the leaks. This is in addition to looking just at what could be exported. More inward investment to keep more money and economic activity in our community.
34. Consider increasing building height standards.
35. Direct access from Aldergrove Road to Happy Valley.
36. Improve access from WESP area to Valley West neighborhood.