

MEETING NOTES
SPECIAL ECONOMIC DEVELOPMENT COMMITTEE
May 13, 2015 -4:00 PM - 4th Floor – CR #2

Mayor Jill Hardy, Chair; Councilmember Dave Sullivan

Staff: Fred Wilson; Ken Domer, Chief Robert Handy, Kellee Fritzal, Teri Baker, Janeen Laudenback, Scott Hess, Joan Flynn, Jack Marshall, Max Daffron

Public: Kelly Miller, Jerry Wheeler, Dave Garofalo, Margot Carlson, Elsa Greenfield

1. Public Comments - none

2. Minutes from April 14, 2015 meeting – Councilmember Sullivan moved, seconded by Mayor Hardy, to adopt the minutes.

3. Real Estate

Huntington Beach Youth Shelter

Chief Robert Handy provided an update regarding the CSP Youth Shelter, stated that the option of 10 beds for County use was no longer being considered. Chief stated that the current agreement which was made with the former Police Chief is set to expire in July; this agreement was for 6 County beds and 6 Huntington Beach beds. Chief Handy presented this information to Council for the purpose of discussion and direction.

City Manager Fred Wilson stated that the City's Agreement with CSP expires at the end of this calendar year. Councilman Sullivan suggested that a study session be conducted to inform Council of the history and CSP information before year's end should be held. Fred Wilson and Chief Handy agreed that a Study Session to review the future of the Youth Shelter should be presented to Council.

4. Economic/Business Development Report

Auto Dealer Parking Pass Program

Teri Baker provided a brief history of the auto dealer parking pass program and stated that the program is set to expire relatively soon. Assistant City Manager Ken Domer stated that he would like the program to become less burdensome on staff time and provided several alternative suggestions as to how that could be accomplished.

Dave Garofalo stated that the Vouchers are a beneficial program to the Huntington Beach Auto Dealers and that the parking pass program is "uniquely Surf City". He then provided the suggestion that the program be extended to used vehicles as well. He expressed that he was attending the EDC meeting to express support from the auto dealers to continue or expand the program.

Councilman Dave Sullivan stated that perhaps a threshold amount could be set for a pass to be given to used car sales. After discussion the Mayor stated that she would agree with a program that gave vouchers for new car purchases and the purchases of used cars valued at more than \$20,000. City Manager Fred Wilson suggested a term of 5-years for this program; Mayor and Council agreed and recommended approval.

CTC Fiber Study

Assistant City Manager Ken Domer discussed the Economic Development Strategy and how the increase of fiber optic usage would help with the attainment of our goals. He also stated that the City is pursuing a "dig-once" policy that will require laying groundwork for fiber optic and other utilities while a dig is being completed for other purposes. Ken stated that CTC will provide a proposal for a master plan policy concerning this and that CTC has already provided the City a scope of work for achieving this goal.

Jack Marshall stated that he has worked with CTC in the past when they had linked colleges to high schools in Ventura with fiber. He also stated that CTC has worked with Culver City and Seattle, WA.

Ken Domer stated that part of the Master Plan components consists of meeting with firms and practitioners to gauge their interest and support. Kellee Fritzal stated that a networking tool such as this can help businesses stay in town while expanding down the street and will also help with business attraction to the City. Chamber President Jerry Wheeler voiced the Chamber of Commerce's support for the fiber optics study.

Economic Development Strategy Implementation Plan

Deputy Director of Business Development, Kellee Fritzal, provided an update on economic development projects within the City. She mentioned the business roundtable program, the new Business Development website, and the November Import/Export Seminar. She also pointed out that a Wayfinding RFQ was currently posted in the planet bid system. Ken Domer announced the new OpenHB@surfcity-hb.org email address as an open email address to both Ken Domer and Kellee Fritzal.

5. Housing Update

Release of NOFA

Kellee stated that the City will be releasing a Notice of Funding Available in an effort to field potential projects from affordable housing providers/services in the community.

Adjournment to June 9, 2015, 8:00 a.m. Civic Center, 4th Floor CR #2