

**CITY OF ARCATA**  
**ECONOMIC DEVELOPMENT COMMITTEE AGENDA**

**Council Chamber**  
**736 F Street, Arcata**

**August 04, 2020**  
**Tuesday, 5:00 p.m.**

*Persons with disabilities may request special accommodations by contacting the City Clerk at (707) 822-5953 three working days in advance of the meeting. Assistive listening devices are available. Pursuant to Government Code section 54957.5, all writings or documents relating to any item on this agenda which have been provided to a majority of the Economic Development Committee, including those received after distribution of the Economic Development Committee's agenda packet, will be made available for public inspection in the agenda binder located in Community Development at Arcata City Hall, 736 F Street, during normal business hours.*

**PUBLIC ADVISORY: THE CITY COUNCIL CHAMBER IN CITY HALL  
WILL NOT BE OPEN TO THE PUBLIC**

**COVID-19 NOTICE**

Consistent with Executive Orders N-25-20 and N-29-20 from the Executive Department of the State of California and the Humboldt County Public Health Officer's March 19, 2020, Shelter-in-Place Order, the City Council meeting location will not be physically open to the public and Committee members will be teleconferencing into the meeting via Zoom Video Communications.

**How to Observe the Meeting:**

To maximize public safety while still maintaining transparency and public access, members of the public may access the meeting remotely.

1. Join from a PC, Mac, iPad, iPhone or Android device: Please use this URL:  
<https://zoom.us/j/98475884225>
2. If you do not wish for your name to appear on the screen, then use the drop down menu and click on "rename" to rename yourself to be anonymous.
3. If you want to comment during the public comment portion of any item, click on **raise your hand** on the right-hand side of your screen. When it is time for public comment on the item on which you wish to speak, the Clerk will unmute you. You will have 3 minutes to comment, subject to the Chair's discretion.

Or join by phone:

1. \*67 1-669-900-6833
2. Enter Webinar ID: 984 7588 4225

3. If you are accessing the meeting via telephone and want to comment during the public comment portion of any item, press **star (\*) 9** on your phone. This will raise your hand. When it is time for public comment on the item on which you wish to speak, the Clerk will unmute your phone. You will hear a prompt that will indicate your phone is unmuted. You will have 3 minutes to comment subject to the Chair's discretion.
4. NOTE: Your phone number will appear on the screen unless you first dial star (\*) 67 before dialing the numbers as shown above.

**How to Submit Written Public Comment:**

Members of the public may provide public comment before and during the meeting by sending comments by email to [pc@cityofarcata.org](mailto:pc@cityofarcata.org). Such email comments must identify the agenda item number in the subject line of the email. The comments will be read into the record, with a maximum allowance of three minutes (approximately 350 words) per individual comment, subject to the Chair's discretion. If a comment is received after the agenda item is heard, but before the close of the meeting, the comment will still be included as a part of the written record of the meeting but will not be read into the record during the meeting.

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Any member of the public who needs accommodations should email the City Clerk at [bdory@cityofarcata.org](mailto:bdory@cityofarcata.org) or by calling (707) 822-5953. The City Clerk will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while maintaining public safety.

- I. **ROLL CALL.** Committee Members: Jane Woodward (Chair), Matthew Fazio (Vice-Chair), Robin Bailie, Serg Mihaylo, Meredith Morehead, and Augustin Padilla.
- II. **ORAL COMMUNICATIONS.** This item is provided for people to address the Economic Development Committee (EDC) or submit written communications on matters not on the agenda. At the conclusion of all oral and written communications, the EDC may respond to statements. Any request that requires EDC action will be set by the EDC to a future agenda or referred to staff.
- III. **APPROVAL OF MINUTES.**
  - A. Economic Development Committee - Regular Meeting - March 3, 2020, 5:00 p.m.
- IV. **BUSINESS/ACTION ITEMS.**
  - A. Select Chair and Vice Chair
  - B. Discussion on projects the EDC could assist with to help the business community with the recovery effort

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

- A. Discussion about City budget and staffing
- B. Update on Business Resiliency efforts (Business Resiliency Emergency loans, City participation in the regional COVID Economic Resilience Consortium, etc.)
- C. Update on the Strategic Infill Redevelopment Plan and funding awarded for this project

**VI. ADJOURNMENT.**

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

**Council Chamber**  
**736 F Street, Arcata**

**March 03, 2020**  
**Tuesday, 5:00 p.m.**

**I. ROLL CALL.**

PRESENT: Woodward (Chair), Bailie, Fazio, Mihaylo, Morehead (departed at 6:26 PM),  
 Padilla

ABSENT:

**II. ORAL COMMUNICATIONS.**

None.

**III. APPROVAL OF MINUTES.**

On a motion by Committee Member Morehead and seconded by Committee Member Fazio, the minutes of February 4, 2020, were approved by unanimous vote.

Ayes: Woodward (Chair), Bailie, Fazio, Mihaylo, Morehead, Padilla. Noes: None. Absent: None.  
 Abstentions: None.

**A. Economic Development Committee - Regular - Feb 4, 2020 5:00 PM**

**IV. BUSINESS/ACTION ITEMS.**

On a motion by Committee Member Morehead and seconded by Committee Member Fazio, an agenda modification to switch Business/Action Items A (Elect Vice-Chair) and B (EDC relevance, purpose of subcommittees, and feedback from the City Council on the EDC report discussion) was approved by unanimous vote.

Ayes: Woodward (Chair), Bailie, Fazio, Mihaylo, Morehead, Padilla. Noes: None. Absent: None.  
 Abstentions: None.

**A. EDC relevance, purpose of subcommittees, and feedback from the City Council on the EDC report discussion. Estimated Time: 45 minutes.**

Topics of discussion included:

- Brown Act and parliamentary procedures for the conduct of meetings
- EDC's Role: To provide policy recommendations to focus on the work that the City is doing to help promote economic development
- Bringing relevant items from the Planning Commission or City Council to the monthly EDC meetings

**Minutes Acceptance: Minutes of Mar 3, 2020 5:00 PM (APPROVAL OF MINUTES.)**

- Providing updates on the Cannabis Innovation Zone
- Looking at the City Council's goals and what the department is working on to determine what EDC should engage in
- Updating the Economic Development Strategic Plan to include Strategic Infill Redevelopment Plan

Other suggestions included:

- Time checks to keep focused
- Keep things relevant
- Give all committee members a chance to participate

**B. Elect Vice-Chair. Estimated Time: 10 minutes.**

On a motion by Committee Member Bailie and seconded by Committee Member Mihaylo, Committee Member Fazio was nominated as Vice-Chair and was approved by unanimous vote.

Ayes: Woodward (Chair), Bailie, Fazio, Mihaylo, Morehead, Padilla. Noes: None. Absent: None. Abstentions: None.

**C. Discuss topics to bring forward to the March 26th Study Session. Estimated Time: 30 minutes.**

Topics suggested for the Study Session included:

- Trade Jobs: Promote trades and training for these types of jobs
- How to Market Arcata Businesses and the Community as a Travel Destination: Capitalize on the great things Arcata has going on such as the California Untamed Race, ArtWalk, 420 celebration, Art as a business
  - o Subcommittees will be created to attend meetings as defined.

Discussion also included:

- Scheduling of a presentation from 1-2 cannabis businesses for the April or May meeting to gain feedback and perspective about how things are going in the Cannabis Innovation Zone.

**D. Discuss Chamber presentation, review results of their business survey, and consider establishing a subcommittee on business needs. Estimated Time: 20 minutes.**

On a motion by Committee Member Fazio and seconded by Committee Member Mihaylo, this business item was continued to the next meeting.

Ayes: Woodward (Chair), Bailie, Fazio, Mihaylo, Padilla. Noes: None. Absent: None. Abstentions: None.

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

Deputy Director Dart will provide a more detailed presentation of the Strategic Infill Redevelopment Plan in April, and will provide a presentation on the Strategic Arts Plan in May.

Deputy Director Dart shared two upcoming events:

- Arcata Strategic Arts Plan kickoff/public engagement event is scheduled for March 13, 2020, at the Sanctuary.
- Dinner at the Playhouse is scheduled for March 16, 2020

Committee Member Bailie requested a recap on the breakdown of businesses in Arcata.

**A. Status update on the Strategic Infill Redevelopment Plan. Estimated Time: 10 minutes.**

Deputy Director Dart provided a brief introduction to the Strategic Infill Redevelopment Plan and how the Arcata Gateway Specific Area Plan, Infill Market Study, and General Plan Updates relate to the Strategic Infill Redevelopment Plan.

**VI. ADJOURNMENT.**

The meeting was adjourned at 7:03 p.m.