

Minutes
San Juan Bautista Economic Development Advisory Committee
April 6, 2022

Chairperson Heliena Walton called the meeting to order at 6:05 PM Chairperson Walton and requested that Brian Foucht facilitate the meeting. Brian Foucht conducted the roll call as follows:

Present: Chair Heliena Walton, Vice Chair Stephanie Correia, Darlene Boyd, Kristina Hastings, Patricia Bains, Teresa Lavagnino, Lizz Sanchez – Turner, Beverly Meamber; Fran Fitzharris, Luke Kerbs

Absent Excused: Suzie Velez

Absent Unexcused:

Guests: Brian Coleman, GoBiz; Rachel Ponce; Leslie Jordan

Heliena Walton requested that the Committee review the minutes of March 16, 2022. Patricia Bains moved, seconded by Kristina Hastings to approve the minutes. The motion passed unanimously.

Heliena Walton introduced Advisory Team member Brian Coleman, new Economic Recovery Coordinator the Governors' Office of Business Development. Brian Coleman explained his principal role will be to coordinate the CERF program. Renee' Wells Executive Director of the San Benito County Economic Development Corporation provided a presentation regarding the CEDS process, indicating that the EDC will be selecting a principal consultant for that program on April 12. Renee is also preparing an overview of the SBC Economic Development Partnership committee and would like to see a Council, staff and perhaps a EDCAC member participate in that group which meets every second Tuesday of the month between 4 and 5 PM. It would be important to have a staff member and a member of the EDCAC serve on the new standing San Benito Economic Development Committee. It would be good to have someone from the EDCAC participate on a CERF working committee with the Community Foundation, the Monterey Bay Economic Partnership and other organizations. There was discussion that it would be a good idea to have a list of economic development organizations and related leadership.

Heliena Walton asked regarding items not on the agenda. Fran Fitzharris asked that in the Committee discuss the Poppy Jasper Film Festival.

Heliena Walton requested that the Committee consider the Vision statement presented by staff. Patricia Bains moved and Kristina Hastings seconded approval of the Vision of a future San Juan Bautista as follows:

San Juan Bautista is a small, welcoming City with a vibrant economy that is surrounded by protected and conserved open space. The City is enriched through preservation of its historical resources and creative expression through the arts and within its public places. The City rests on a rural foundation that celebrates diversity, connectivity and supports residents and visitors alike with quality services and amenities within a well-developed central business district, a new employment center, and well maintained neighborhoods. These attributes are made possible through education at all levels, focused government programs, and enlightened and compassionate governance.

The motion was approved unanimously.

Heliena Walton requested a report from the Parklet ad hoc committee. Brian Foucht summarized the recommendation of the committee, reviewed the process, notes of members, an organized summary of comments and key conclusions. Brian also reviewed the schedule.

There were several comments by committee members as follows: parklets continue to serve the hosting business in a variety of ways depending on the type of business, parklets are an ongoing necessity for the fronting business and provide a variety of private and public community and visitor amenities and benefits, some types of parklet uses are no longer needed. Committee members acknowledged that members should keep the big picture in mind, parklets have positive attributes and that there are some adjustments that need to be made. At some point the parklet experience will be re-imagined as common public open space with similar attributes. The following specific issues and concerns were expressed:

- Ongoing necessity of parklets
- Cost of installation
- Effect on streetscape
- Schedule for planning and development of Third St.
- Retail vs. Restaurant use
- Public and private use
- Effect on the historic character of Third Street

The Committee reached consensus that the subject of parklets will be continued to the April 20.

The Committee discussed the meeting protocol and the desire to meet together socially to be better acquainted and work more effectively as an advisory body to the City Council.

Lizz Sanchez – Turner moved, seconded by Patricia Banes to adjourn the meeting at 7:15 PM.