



CITY OF SAN JUAN BAUTISTA CITY COUNCIL REPORT

AGENDA TITLE: DISCUSSION – FORMATION OF A STANDING COMMITTEE OF THE CITY COUNCIL FOR BUSINESS IMPROVEMENT, RESILIENCY, AND OVERALL COMMUNITY ECONOMIC DEVELOPMENT

MEETING DATE: October 19, 2021

DEPARTMENT HEAD: Brian Foucht, Community Development Director

RECOMMENDED ACTION(S):

That the City Council direct staff to prepare, for City Council action, the title, organization, membership number and categories, purpose, role, responsibilities and operating by – laws for a standing citizens advisory committee of the City Council to advise and recommend business improvement and economic development initiatives to the City Council.

BACKGROUND INFORMATION:

In September, an informal group of San Juan Bautista business interests (San Juan Bautista Business Forum) expressed a desire to establish a formal, organized approach to address business improvement, resiliency and overall economic development in San Juan Bautista. The Business Forum discussion focused on the need for 1) enhanced resources for local business development and support; 2) organized communication and follow up with staff and City Council regarding these concerns, and 3) ongoing liaison and follow up with economic development resources in San Benito County and through State and Federal agencies.

On September 21, Mayor Jordan asked that this discussion be placed on the City Council agenda for discussion and possible direction to staff.

DISCUSSION:

A standing committee of the sort under consideration is subject to the Brown Act (Government Code Section 54952) and also the “Maddie Act” (Government Code Section 54970 et seq) designed to increase public awareness of appointments made by the City Council and to provide the local legislative bodies access to critical talent resources that would otherwise go unused. Staff suggests that is precisely what the Business Forum participants suggest is an important

objective for the committee – a way to bring information, resources, and feedback to the City Council that would otherwise be difficult to access or obtain. Information and resources would be expected to come to the committee from staff and committee research and outreach for organized presentation to the City Council.

A standing committee of this type is subject to specific reporting requirements regarding appointments, terms and qualifications of committee members.

Staff resources are necessary to support such committees, including preparation of the list of appointees, management of agendas and minutes, arrangement of resources, research, report preparation, and meeting facilitation.

A recent example of this type of committee was the City of San Juan Bautista Strategic Plan Committee established in 2013 to guide General Plan 2035 implementation.

The typical purpose of such a committee would be to:

- Provide a forum for exchange of ideas and information;
- Address the business and economic needs of the business community, residents and visitors;
- Reach out to the business community, residents, and visitors to promote business development;
- Interact proactively with a broad spectrum of economic development interests;
- Prepare and recommend strategies to the City Council to provide resources directly to San Juan Bautista Businesses.

Fiscal Impact

The fiscal impact on the City short term will consist of costs to support the committee. Long term financial benefit to the City is expected to outweigh these costs.