



AGENDA

City of San Juan Bautista
Economic Development Citizens Advisory Committee

Wednesday July 19, 2023; 6 PM

HYBRID MEETING

CITY HALL COUNCIL CHAMBERS

311 Second Street,
San Juan Bautista, California

1. Roll call (a quorum of members (5) must be present in person)
2. Approve Minutes: March 8, 2023; May 31, 2023
3. Welcome members of the public
4. Public Comment – items not on the agenda
5. Advisors update (GoBiz; San Benito County EDCorp: CEDS and Opportunity Zone)
6. Main Street scope of work presentation: recommendation to City Council (Amanda Elliot)
7. Review Draft CEDs Comments from PC Town Hall and CC meetings (staff report to be distributed prior the meeting)
8. CalEd LA Conference attendee 3 top takeaways: (attached notes and comments: Heliena Walton, Teresa Lavagnino, Darlene Boyd) [2023 CALED Annual Conference Photos - CALED](#)
9. Subcommittee formation, activity reports, meeting schedules; appointments (staff memo to be distributed prior to meeting)
10. Information Only: San Juan Bautista Strategic Plan Report (Consultant report to CC to be distributed prior to the meeting)
11. Future agenda and meeting schedule

ZOOM MEETING

Brian Foucht is inviting you to a scheduled Zoom meeting.

EDCAC Special Meeting

July 19, 2023 06:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89368552959>

Meeting ID: 893 6855 2959

Passcode: 637903

One tap mobile

+16699006833,,89368552959# US (San Jose)

+16694449171,,89368552959# US

San Juan Bautista Economic Development Citizens Advisory Committee
Draft Minutes
March 8, 2023

Chairperson Stephanie Correia called the meeting to order at 6:00 PM and conducted the roll call as follows:

Present: Fran Fitzharris, Teresa Lavagnino; Kim Calame; Darlene Boyd; Lizz Sanchez-Turner; Heliena Walton; Stephanie Correia; Patricia Bains; Deanna Snyder; Leslie Jordan

Absent Excused:

Guests: Rosa Vivien; Brian Coleman Go Biz

Stephanie Correia requested a moment of silence for Kathleen Manning who recently passed away. Stephanie also updated the EDCAC regarding Planning Commission action and business improvements during the previous couple of years.

Brian Coleman provided an update regarding the CERF program. The 2 year planning stage for the CERF program is beginning. California Competes tax credit program is beginning for any business of any size. GoBiz California Business Development Guide which is a comprehensive guide to funding programs is available and a link will be provided for distribution.

Renee' provided a memo regarding the CEDS program. Stephanie Correia complimented the CEDS team.

Stephanie Correia requested subcommittee reports. Stephanie provided an update for the Outreach subcommittee regarding meetings attended and recommendations. Heliena Walton provided a summary of the Business Development and Retention subcommittee. Teresa Lavagnino provided a report regarding the Community Relations and Resources subcommittee and the results of surveys and community meetings and grants that have been submitted. Heliena Walton moved to submit the compiled reports to the City Council, seconded by Patricia Bains and approved unanimously by the Committee. Brian Foucht stated that he would refer the compiled reports to the EDCAC for approval and then refer the recommendations to the City Council. The EDCAC will have representatives at the City Council meeting when the City Council discusses the report. Renee' wells recommended that once the City Council has completed its review regarding priorities, the report should be referred to economic development entities in the County. There was consensus that this review process should be accomplished.

Leslie Jordan motion to adjourn, seconded by Patricia Bains was approved unanimously at 6:55 PM.

Draft Minutes
San Juan Bautista Economic Development Citizens Advisory Committee
May 31, 2023

Chairperson Stephanie Correia called the meeting to order at 6:00 PM and conducted the roll call as follows:

Present: Kim Calame; Darlene Boyd; Lizz Sanchez-Turner; Stephanie Correia; Patricia Bains; Leslie Jordan

Absent Excused: Deanna Snyder; Fran Fitzharris; Teresa Lavagnino; Heliena Walton (present remotely, not in the room)

Guests: David Madeiros; Renee' Wells, San Benito County EDCorp.

Stephanie Correia introduced the minutes of January 11, February 8, and March 8 2023. Darlene Boyd, moved, seconded by Kim Calame to approve the minutes of January 11, unanimously approved with a correction indicating Heliena Walton as Chairperson. Darlene Boyd moved, seconded by Patricia Bains to approve the minutes of February 8, 2023, unanimously approved. The minutes of March 8, 2023 were set aside for corrections to come back at the next meeting.

Stephanie Correia requested any comments from the public not on the agenda. Stephanie Correia introduced an article by Visit California highlighting the increased tourism revenues following the pandemic. Heliena Walton stated that the City does not provide Visit California with information.

Stephanie Correia requested that the EDCAC Advisors provide an update. Renee' Wells stated that the SBC EDCorp is working on an update and overview regarding the San Juan Bautista Opportunity Zone in collaboration with GoBiz representative Brian Coleman.

Renee' Wells summarized progress regarding the CEDS and the upcoming public review during June and July and public forums. EDCAC, by consensus, requested that presentations be provided to the SJB Planning Commission and City Council.

Stephanie Correia introduced the EDCAC 2022-23 report to the City Council. Brian Foucht provided an overview of the EDCAC as an organization intended to create an ongoing SJB economic development entity and the report.

There was discussion regarding staff recommendations listed under that topic in the report, and there was a recommendation by Leslie Jordan and subsequent consensus that staff recommendations should be taken out of the EDCAC report to the City Council and defer consideration of staff recommendations until after the City Council has accepted the report.

Stephanie Correia requested that the report include:

- Historic resource rehabilitation supported by Mills Act tax credit and grant funding;
- Invest improved infrastructure, address vacant buildings, and diversity of restaurants and lodging;
- Patricia Bains recommended that seismic retrofit of buildings be added to the report.

Heliena Walton recommended that the Business Development and Retention subcommittee work with staff to review and suggest non-substantive changes to the report. Leslie Jordan moved, seconded by Patricia Bains and approved unanimously, to: 1) incorporate changes recommended by Stephanie Correia and Patricia Bains and 2) that the Business Development and Retention subcommittee work with staff to “wordsmith” the report and before sending to the City Council. Brian Foucht congratulated the Committee.

Stephanie Correia introduced subcommittee reports. Kim Calame provided an updated report regarding the Community Relations and Resources subcommittee work. Next steps include: recreation adopted SJB recreation program connected with the City Library system next steps are to develop subcommittee sponsored task forces to address strategic funding, administrative procedures and programming to create a sustainable environment for parks and recreation. Connection with the school district and Sheriff and senior citizen is ongoing. The subcommittee has obtained a grant from the National Park Service for a three - year program. Darlene Boyd stated that it will be important to put together organizational systems and resources to support this grant-funded program and related administration. There was some discussion that the grant was out of order with usual City practices. The subcommittee is looking forward to additional grant funding for a variety of programs. Programming, administrative structure, strategic funding are three subcommittee task forces that the subcommittee has put in place.

Brian Foucht stated that it might be a good idea to look at the integration of the Outreach subcommittee with the other two subcommittees at some point as a means of creating appropriate links between the subcommittees and the EDCAC as a whole. There was a robust discussion regarding next steps and integration of the work of the Community Relations and Resources subcommittee with the EDCAC and the decision making and administrative structure of the City.

Business Development and Retention Subcommittee provided an overview of the work of the subcommittee cohesive business community encourage and facilitate and support businesses that are here and entice other businesses to join a viable business community. Circulated a survey to businesses assign needs expectations problems compiling data - working on establishing workshops to instruct businesses regarding marketing strategies and information to inform those strategies. There was discussion regarding the operation and conduct of business development and retention programs by the subcommittee.

Heliena Walton offered that there are business needs that require immediate action to support businesses that are struggling at this time.

There was discussion that the work of the EDCAC subcommittees may have transitioned from a strategic advisor to economic development operations and programs. This has created confusion regarding the purpose intent of the EDCAC and of the subcommittees established by the EDCAC.

The Outreach Subcommittee suggested a stronger relationship with the County EDC. Brian Foucht stated that it might be a good idea to look at the integration of the Outreach subcommittee with the other two subcommittees at some point as a means of creating appropriate links between the subcommittees and the EDCAC as a whole. The role of the subcommittees relative to the established role of the EDCAC as a whole is an important conversation for discussion at a future meeting.

Lizz Sanchez – Turner moved to adjourn, seconded by Leslie Jordan and approved unanimously at approximately 8 PM

From: [Heliena Walton](#)
To: [Brian Foucht](#)
Cc: [Patricia Bains](#); [Deanna Snyder](#); [Don Reynolds](#)
Subject: Simply version
Date: Friday, July 7, 2023 5:07:11 PM

Hi Brian, if you're interested, I can provide a more detailed outline. Initially, we intended to keep it simple. However, in a follow-up email, we did provide you with an explanation of the differences between CalEd and California Main Street as part of our recommendations.

Executive Summary

This report provides an overview of the CalEd conference attended by Helena Walton in Mrs B and incorporates findings from previous information obtained through our platform. The report recommends utilizing the program called SizeUp and bluedot.io to leverage the new relationship with California Main Street and the service offerings through CalEd to create a framework for a robust economic development initiative in the City of San Juan Bautista. The report also highlights key takeaways and recommendations for moving forward that can be presented to the City Council from the Economic Development Citizens Advisory Council.

Introduction

The Economic Development Citizens Advisory Council attended the CalEd conference, which aimed to provide insights into how to build and sustain high-growth companies. The conference provided an opportunity to learn from experts in the field and engage in discussions about economic development strategies. Helena Walton attended the conference and gathered valuable information that can be used to inform the City's economic development initiatives.

Findings and Recommendations

SizeUp and bluedot.io are two programs that can be leveraged to support the business sector in the City of San Juan Bautista and the county as a collaboration. SizeUp is a business intelligence tool that provides market analysis and benchmarking data to help businesses make strategic decisions. Bluedot.io is a location-based intelligence platform that can be used to gather data on consumer behavior and preferences.

California Main Street is a program that provides technical assistance and training to communities to revitalize their downtowns and commercial districts. By leveraging the resources and expertise of California Main Street and the service offerings through CalEd, the City of San Juan Bautista can create a framework for a robust economic development initiative.

Key takeaways from the CalEd conference include the importance of supporting entrepreneurship, fostering an environment that attracts and retains talent, and building partnerships between businesses, government, and educational institutions. The report recommends that the City of San Juan Bautista focus on developing its downtown district and creating a business-friendly environment that supports entrepreneurship and innovation.

Conclusion

In conclusion, the CalEd conference provided valuable insights into economic development strategies that can be used to support the business sector in the City of San Juan Bautista and the county as a whole. By leveraging the resources and expertise of California Main Street and the service offerings through CalEd, the City can create a framework for a robust economic development initiative. The report recommends utilizing programs such as SizeUp and bluedot.io to gather data and inform strategic decision-making. We recommend focusing on developing the downtown district and creating a business-friendly environment that supports entrepreneurship and innovation.

BlueDot-takeaways

Shop local earn points- open rewards. It's called discover "San Juan Bautista"

1. Free marketing
2. Rewards accumulate and can be redeemed by patronizing businesses.
3. Benefits for shopping local (slides)
4. Parks department shop local in rewards account presented by the city
5. TBids for San Juan tourism improvement district - public private - Discover San Juan Bautista
6. Social media influencer
7. Domestic and national marketing initiatives
8. Hotel promotion
9. Enhancing the destination growing local business tourism TBid
10. Improvement district tourism Pbid. Revitalizing
11. Creating a business improvement district
12. Arts festival
13. Art and wine walk in the establishments
14. Advocates government and business. Re-envision neighborhoods, create housing, peacemaking . Transportation. Long range planning.
15. Create greater efficiency. Streamline the process. Removing barriers
16. Welcome to San Juan Bautista
17. Update inland zoning code to be reflective of the character of the city. The zoning codes
18. New city brand
19. Identify an attraction
20. Economic development strategic plan (framework from an existing plan)
21. Art's alive
22. San Juan Bautista Main Street
23. EurekaReady.com
24. Activated the outside spaces
25. Façade important
26. Business secured grants
27. Collective to improve the business experience to aid the city's growth for the small business.

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28. Collaboration between businesses and other communities

These points are presented as bullet points, but I can gather more information on any of them for you. If you would like, I was simply creating an outline of my thoughts.'



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From: [Heliena Walton](#)
To: [Brian Foucht](#)
Cc: [Patricia Bains](#); [Deanna Snyder](#); [Don Reynolds](#)
Subject: Utilizing CAIEd and California MainStreet Programs for Economic Development in San Juan Bautista
Date: Friday, July 7, 2023 3:36:11 PM

Proposal Report: Utilizing CAIEd and California MainStreet Programs for Economic Development in San Juan Bautista

Introduction:

The purpose of this proposal report is to outline the benefits of utilizing the CAIEd (California Economic Development Assistance Program) and California MainStreet programs for economic development in San Juan Bautista. The Economic Development Citizen Advisory Council (EDCAC) Business Retention and Development Subcommittee has identified the potential of these programs and aims to leverage their opportunities for the city's economic growth. Additionally, this report emphasizes the importance of hiring an economic development coordinator to effectively manage and facilitate the implementation of the proposed programs.

1. Importance of Hiring an Economic Development Coordinator:

To ensure the successful implementation and management of the proposed programs, it is crucial to hire an economic development coordinator. This individual would be responsible for coordinating efforts, facilitating collaboration between stakeholders, and overseeing the implementation of the CAIEd and California MainStreet programs. The economic development coordinator would serve as a central point of contact and bring expertise in economic development strategies, grant writing, and program management.

2. Overview of CAIEd and California MainStreet Programs:

a. CAIEd:

CAIEd is a state-funded program that aims to provide technical assistance and financial support to local communities for economic development initiatives. It offers grants and resources to eligible cities and counties to enhance their economic development efforts. By leveraging CAIEd, San Juan Bautista can access funding and expertise to implement projects such as infrastructure improvements, business incubators, workforce development programs, and marketing campaigns.

b. California MainStreet:

California MainStreet is a program designed to revitalize and preserve historic downtowns and commercial districts. It focuses on promoting economic development through the revitalization of local businesses, historic preservation, and community engagement. By participating in the California MainStreet program, San Juan Bautista can benefit from technical assistance, training, and resources to enhance the attractiveness and economic vitality of its downtown area.

3. Leveraging Opportunities:

San Juan Bautista can leverage the opportunities provided by CAIEd and California MainStreet programs to achieve the following:

a. Economic Diversification:

By participating in CAIEd, the city can diversify its economy by attracting new businesses, industries, and investments. The grants and resources from CAIEd can be utilized to develop

targeted marketing campaigns, improve infrastructure, and implement workforce training initiatives to attract businesses that align with the city's economic goals.

b. Historic Preservation and Tourism:

The California MainStreet program can contribute to the preservation of San Juan Bautista's historic downtown and enhance its appeal as a tourist destination. Through this program, the city can receive guidance on historic preservation techniques, support for facade improvements, and assistance in organizing events and festivals that celebrate its rich cultural heritage. This, in turn, can attract tourists, increase foot traffic, and stimulate local economic activity.

4. Recommendations for Implementation:

To effectively implement the proposed programs, the following recommendations are made:

a. Establish a Stakeholder Committee: Create a committee consisting of representatives from local businesses, community organizations, government agencies, and residents to provide input, support, and guidance throughout the implementation process.

b. Conduct a Needs Assessment: Conduct a comprehensive needs assessment to identify specific economic development goals, challenges, and opportunities in San Juan Bautista. This assessment will inform the prioritization of projects and help allocate resources effectively.

c. Develop an Action Plan: Collaborate with the economic development coordinator and the stakeholder committee to develop a detailed action plan that outlines specific initiatives, timelines, responsible parties, and resource requirements. This plan should align with the economic development goals of San Juan Bautista and integrate the strategies and resources provided by the CAIED and California MainStreet programs.

d. Seek Funding Opportunities: The economic development coordinator should actively pursue additional funding opportunities beyond the grants provided by CAIED and California MainStreet. This may include exploring partnerships with private investors, seeking federal grants, or engaging in public-private collaborations to secure the necessary resources for implementing the action plan.

e. Monitor and Evaluate Progress: Establish a monitoring and evaluation framework to track the progress of the economic development initiatives. Regular reviews should be conducted to assess the effectiveness of implemented projects, make necessary adjustments, and ensure that the programs are aligning with the goals of San Juan Bautista.

Conclusion:

As the Business Retention and Development Subcommittee of the Economic Development Citizen Advisory Council (EDCAC), we strongly recommend the utilization of the CAIED and California MainStreet programs for economic development in San Juan Bautista. By capitalizing on these programs, the city has the opportunity to drive economic diversification, preserve its historic downtown, attract businesses, and stimulate tourism.

We emphasize the importance of hiring an economic development coordinator to effectively manage and facilitate the implementation of these programs. This individual will play a vital role in coordinating efforts, fostering collaboration between stakeholders, and ensuring the successful execution of the proposed initiatives.

Through the CAIEd program, San Juan Bautista can access valuable resources, technical assistance, and grants to support infrastructure improvements, business incubators, workforce development programs, and marketing campaigns. These initiatives will contribute to economic diversification and attract new businesses and investments to the region.

Additionally, participation in the California MainStreet program will enable the city to revitalize its historic downtown and enhance its appeal as a tourist destination. By leveraging the program's guidance on historic preservation techniques, support for facade improvements, and assistance in organizing events and festivals, San Juan Bautista can attract tourists, increase foot traffic, and stimulate local economic activity.

To effectively implement the proposed programs, we recommend establishing a stakeholder committee comprising representatives from local businesses, community organizations, government agencies, and residents. This committee will provide valuable input, support, and guidance throughout the implementation process.

Furthermore, conducting a comprehensive needs assessment will enable the city to identify specific economic development goals, challenges, and opportunities. This assessment will inform the prioritization of projects and allocation of resources, ensuring effective utilization of available funding.

The development of a detailed action plan, in collaboration with the economic development coordinator and the stakeholder committee, will serve as a roadmap for implementation. This plan should outline specific initiatives, timelines, responsible parties, and resource requirements, aligning with the economic development goals of San Juan Bautista.

In conclusion, the Business Retention and Development Subcommittee of EDCAC strongly urges the city of San Juan Bautista to embrace the CAIEd and California MainStreet programs for economic development. By following our recommendations and allocating resources to hire an economic development coordinator, the city can proactively address economic challenges, capitalize on growth opportunities, and create a vibrant and prosperous future for San Juan Bautista and its residents.

Business retention and development, subcommittee members:
Patricia Bains, Heliena Walton and Deanna Snyder.



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PRE-CONFERENCE & CONFERENCE SCHEDULE

JUNE 20, 2023–PRE-CONFERENCE

9:30am-4pm:	Registration Open
✓ 10am-3:30pm:	Tools and Tactics for Financing Economic Development Projects
3:30pm-5pm:	Networking Event

JUNE 21, 2023–BOARD MEETINGS & CONFERENCE KICK-OFF

9am-6pm:	Registration Open
9:30am-10:30am:	CEDA Board Meeting
10:45am-12:30pm:	CALED Board Meeting
✓ 1pm-2pm:	Economic Development: a Catalyst for Transformation
2:30pm-3:30pm:	How to Support Minority-Owned Business Economic Development
2:30pm-3:30pm:	Partnering with Planning to Catalyze Development and Attract Businesses
✓ 2:30pm-3:30pm:	Growing Local Businesses
3:30pm-4pm:	Refreshment Break, Sponsored by ETP
4pm-5pm:	Building Entrepreneurial Ecosystems
4pm-5pm:	The Essential Role of the Creative Economy in Post-Pandemic Recovery
✓ 4pm-5pm:	Rural Economic Development Discussion
5pm-6pm:	Welcome Reception, Sponsored by the City of Ontario

JUNE 22, 2023–CALED CONFERENCE

7:30am-5:30pm:	Registration Open
8am-9:15am:	Partnering to Promote CA
✓ 9:30am-10:30am:	How Technology is Rapidly Changing Site Selection
9:30am-10:30am:	Economic Developer Career Path to City Management
9:30am-10:30am:	Building Capacity: Engaging the Next Generation of Economic Developers
10:30am-11am:	Refreshment Break, Sponsored by Innovate 78
11am-12pm:	Reel Cool: How to Personalize Economic Development and the Business Community through Social Media
✓ 11am-12pm:	GO-Biz Site Selection Services & EDO Coordination
11am-12pm:	Preserving Economic Opportunity Law within SLA Implementation
12:15pm-1:45pm:	Celebrating Success Awards Luncheon, Sponsored by the City of San Diego
2pm-2:45pm:	How AI is Shaping Economic Development & Site Selection
✓ 3pm-3:45pm:	GO-Biz Community & Place Based Resource Tools
3pm-3:45pm:	Chats with 'Bax!
4pm-5pm:	Reception with Sponsors
5:30pm:	CALED's Culinary Crawl, Sponsored by RSG, Inc.

JUNE 23, 2023-CALED CONFERENCE

8am-10am: Registration Open

✓ 8am-8:45am: Controlling the Economic Narrative...before it Controls You!

9am-9:45am: Digital Upskilling Initiative of Ventura County: Lessons From the Pilot You Can Replicate

9am-9:45am: Learn About CALED's Professional Development Program and Opportunities to Advance Your Career

✓ 9am-9:45am: Resiliency & Recovery for Community & Business

✓ 10am-11am: Getting Stakeholder Buy-In for Economic Development

Financing Highlights 6/20 10-330

- SLA - Surplus Land Act Needs Revision (Affordable Housing) City Prop Economic Opportunity Statute AB747 way around SLA
- * - CA During Covid - Fastest Growth in Rural Areas - San Benito Co.
- Affordable Housing Challenges - Gap Loans
- Warehouses in Demand - Opportunity to Comm. if Use is desirable
- CEDA Bond Tool (Conduit) will handle Bonds (City School Sewer etc) ~~(Mello-Roos)~~ ^{21m} CEDA Addresses Gaps in Financing
- * - Need for developments to include Affordable Housing
- * - Authentic Communities
- * - 8plex here and there different Areas to avoid Modern day Ghetto (SSB - maybe 4plexes)
- Value Capture Zoning - Hold out on up Zoning

Cat. for Transformation 6/21 1-2

Economic Development: A Catalyst for Transformation

- * - Get trips to Downtown - Bank? Pharmacy?
- * - City - Work together Communication
 - Lean into Projects - Advisory
 - Move at the Speed of Today (Permit Process) Engagement
 - Work with owners Give ideas - Help w/ Landscape Cleanup
- Parks are great but how do you keep \$ coming in
- How to drastically Change the Economy of the City
- Tee up projects because Demand will come! 12-24 months

Growing Local Businesses 6/21 230-330

- Bludot.10
- Open rewards App
- * - Business Concierge to help w/ steps Permits, etc
- * - Retention - help Business Stay in Business - Visitation
- * * Streamline Permit Process *
- Eureka Incentive
- Arts Plan - Zoning to Reflect City, Dress up Vacancies Group View & Consult on idearaching Neww Permit Fees

Rural Economic Devel. Discussion 6/21 4-5

USDA Loans / Grants (App Feb) 10K or less

#1 - Energy / solar / renewable

State Governments

Solar Charging Stations are upping Construction Costs Most Include in Purchase Price however in Rural Areas it leave Small Profit for Builders.

*Check up coming Codes *

* GoBiz - Manufacturing / Industrial

RFI - Contact for Request for Info

Work Training / Work force - Get the Right tools for Rural

USDA - Does inventory of All Businesses

Broadband - Golden State Connect (open access, how much for the big

9:30-10:30

June 22 Technology is Rap. Changing Site Selection

Look at indio.org site

GIS WebTech

- * Opportunity Zones Make Visible w/ Satellite Map
See Neighbor Properties

See Neighbor Properties

Local Data - work force (make it visible)

Life Sciences - Health Care Manufacturing

Make important Properties Stand out - Add A Building ^{Photograph}

Property Enrichment - High Voltage Access.

* AI

AI finds unknown Patterns in Large sets of Data

It finds Trends (Dot Patterns Illustrated)

* Traffic Patterns

Use of Cell Phone Data for traffic Patterns. Much more reliable as to where customers are coming from how long they stay. See how people are moving

930-1030 Continued

Find Highest Value Sector - Highlight these Properties
CoStar - Still Cannot use their Data except sending to Ind.??

RSG Consulting - Jim Simon / Steward Knox Sec. labor

- Business Source Centers - Student Interns

* - Make Decisions with Community

- Clean Energy - E Bikes, EV, Transportation Hubs

- Work force Training

- your City, your Project

- Space for Incubator

* - Listen to what People Want. "Observe"

* AI - Chat GPT - Info up to 2021

Algorithm may have bias at times

Hashtags are picked up w/ AI

- with all New AI's out soon will Scale Down to 2 or 3

Advance Tech - important in US (less Regulations)

Europe is highly Regulated and has very few High Advance Tech

AI is still Growing and may take 2-3 yrs.

June 22 11-12 Go Biz Site Selection.



June 22

11:00-12:00 GO-BIZ Site Selection Services & EDO Coordination
Regional Specialist

Anticipate what is going to come

* Challenges

- Businesses are looking for Incentives
- RFI (request for info) have quick Turnaround times 2-3 days
- Need Better info upfront - What are the Business Goal

First Steps to RFI

- Data Base with all Commercial & Industrial Properties.
- Look at the CEDs

* Initial They are looking for Site Details *

- Check the trend of Businesses - Tech/Life Sciences/Ag
- Better to Submit half Complete RFI Than not at all.
- You Can always follow up with more information.

Site Search Tools - Confidential at times
What industry is Best Fit for SJB

Maga Watts of Power

* GoBiz is now Having Company focus more on region and not "we are open to any area"

* Figure out what ^{Industry} we want and send it to GoBiz

How to Market Deals:

Utilities - Power, Water, Wastewater, Broadband

Capacity - What demand can we handle

Rural - Have data base of Community

Short list site and then roll out the Red Carpet

What is Available in Area: Our assets, resources, life style, Comm

* Most Projects are Shareholder Driven - Must have Good Permitting Process & Site Requirements to move forward swiftly.

Develop Relationships w/ Realtors, Supervisors, City Management etc

GoBiz
Mag.
Great to
Work with

June 22

3:00-3:45 GO-Biz Community & Place Based Resource Tools

* GoBiz-CERF (seed money)

13 Regions

one time funds - Must look into other funding sources

@PBS - Community Place Based Solutions - Rec's? ^{Reps?} Reg's?

Look at the Needs within the Community

How to Align the State/Fed funds to the Community

Website: economicdevelopment.business.ca.gov

- Funding Resources

8:00-845

June 23 Controlling the Narrative... Before it Controls You
Beacon Economics

Recommended Books

- Harari's Sapiens
- Kahneman's Thinking, Fast and Slow
- Haidt's The Righteous Mind
- Shiller's Narrative Economics

Comments

* Broken Stories about housing

- Save the World from Nothing
- Understand our Bias
- Who is defining My Narrative

* Beware

Trying to understand Major Economic Events by looking at Data Only ... runs risk of missing Underlying Motivations for Change

* Misinformation

Lots of Bad News - Incorrect News that People Believe due to Graphs, Narratives, bias and Beliefs

We must Question:

Is there really a recession coming? Are Banks really failing? Renters hit Breaking Point? Global Recession? Stocks Bear Market?

Actual

Consumer Spending Up

Housing Supply Down

Actual lost GDP 1.2 Trill / Fiscal Stimulus 6 Trill

Health Bubbles??

Auto's - Supply Down

Alcohol Consump ↑

Vegas Gambling ↑

Live Music Concerts ↑

Restaurants/Bars ↑

} America
is
Partying
😊

Unemployment ↓
Incomes ↑

Comes Down to: Need for More Housing. Vacancy Rates are low
It's about Supply & Demand more than Affordability

June 23 - Resiliency & Recovery 9:00-9:45

* outsmart Disaster / Disaster Recovery

This year CA experienced Weather Whiplash

- outsmartdisaster @ gobiz.ca.gov

- RSF - Social Finance for Rural Communities
Social Enterprise Loans

IBank (California Infrastructure & Economic Devel. Bank)

IBank.ca.gov

Funds Communities that Declared
"State of Emergency" By Governor
(Flooding) - SSB

ISRF (Infrastructure Revolving Fund)

Flood Control Loans

US Dept of Commerce

- Utilities (Water Electric Sewer etc) Roads Rail Airports

Main issues to Address

Diverse Economies

Infrastructure

* Need to be loan Ready - Financial Preparedness not "littery"
CalOsha.ca.gov - Fed disaster Assist. SBC - Floods/mudslides

June 23 Getting Stakeholder Buyin - ~~Panel~~ 10-11 Panel

* - CENS is the framework

* - SERF is Jus Seed Money - One time funds

- SERF Projects are Far & Wide - 5 mill per Region

Check out CTE (Career & Technical Education) Kern, CA

Valley Vision - Sacramento Region

- Shares regional Projects

- Food/Aq/Health Science/Innovation

2023 CALED Conference Summary

By EDCAC member Darlene Boyd

June 20, 2023

Tools and Tactics for Financing Economic Development Projects

This session included discussion about the State's Surplus Land Act (SLA) and its draconian restrictions to create "affordable housing" at the cost of opposing economic development projects and restricting land uses for this purpose. This legislation is far too ambiguous and needs much revision. To challenge this ambiguity and broad application developers need instructions on how to move forward, determining if the risk of developing is worth it and understanding of the language of fines and other penalties in case law is available to use as arguments in opposition to the SLA's restrictions. One remedy is the use of the previous Economic Opportunity Statute that actually does trump this law.

Currently: "CALED helps SB 747 (Caballero) Pass the Senate Governance & Finance Committee"

CALED continues to fight for effective economic development tools for California's jurisdictions. On April 12, CALED Board leaders Aaron Laurel, City Manager, West Sacramento and Jennifer McLain Hiramoto, Economic Development Director, City of Ontario testified alongside Senator Caballero in support of her [SB 747](#). The bill makes critical changes to the Surplus Land Act (SLA) that support our members' ability to provide quality economic development services to their communities, including:

- Reconfirms the ability of cities and counties to use economic development tools created by the Legislature.

- Provides important clarifications to the Surplus Lands Act to reduce confusion and delays.
- Offers increased transparency and due process for those local agency parcels subject to the SLA.

CALED CEO Gurbax Sahota shared, "We are grateful to Senator Caballero for her vision and leadership in authoring [SB 747](#). The bill's amendments address the varied challenges resulting from the state's current implementation of SLA, and we appreciate the Senator's approach to creating a clearer, more transparent, more effective tool to move economic development and affordable housing projects forward."

For more information concerning these legislative happenings: <https://caled.org/changes-to-sb-747-and-update-on-surplus-land-act-bills/>

Also AB 480 is addressing opposition to the SLA

AB 930 supports local government Reinvestment in Infrastructure for Sustainable and Equitable (RISE) districts

Since the time to "T-up" for development is when the market is down. The rest of this presentation discussed "transformative projects" with an emphasis upon "small manufacturing". They emphasized the processes of taking real estate from introduction to completion of projects with the assistance of obtaining partners to move at the "speed of business" in connecting developer clients, interested in local hiring and local uses locate real estate suitable real estate where they can develop. This provides process provides community inclusion in the economic development process by using communication with collaboration tools lead all parties through these complicated processes before this development goes away to the next jurisdiction. Much of this is accomplished

through tax exempt and taxable bond financing and economic recovery and resiliency financing for both public and private projects. They highlighted California Enterprise Development Authority (CEDA), and Joint Powers Authority (JPA) to address gaps in economic development financing, which takes a new spin on existing tools (CFDs and Ads) and adds a new set of tools: EIFDs, CRIAs... (For more information about these acronyms and financing opportunities I can email you a PowerPoint presentation explaining them, titled "Alphabet Soup".) This is a more efficient approach for cities, counties, utilities & school districts than dealing with several agencies to address financing projects. This approach creates

"Reduced administrative costs & burdens.

- District formation Bond issuance Continuing disclosure District administration
- Multiple financing options
- CFD, AD, EIFD, CRIA, CRD
- Available to cities, counties, utility & school districts
- Combine multi-agency projects
- Combine smaller projects to achieve economies of scale savings
- Enhanced credit profile"

June 21, 2023

Economic Development: a Catalyst for Transformation

Marketing the agency of the Public Right of Way and Public Aesthetic by adding money into a local project to hire artists to tell the story of Creating Space to meet and nurture art studios, small manufacturing (sewing machines), creative ventures, etc.

Examples: <https://destinationcrenshaw.la/business-spotlight-sole-folks-is-holding-it-down-on-the-boulevard/>

<https://laincubator.org>

Partnering with Planning to Catalyze Development and Attract Business

- Zoning codes matter; i.e.: is a certain kind of development is NOT explicitly allowed on a code then it is likely prohibited
 - Or needs updating to allow use entitlements for new business and business expansion as well emergency uses, creative uses, specific land use, parking, signage
 - Need to write a regulatory tool on how historic buildings can be adaptively reviewed for other uses
 - Planned Urban Designs need to write their own standards for land use
 - Are there any "Pedestrian First Down Town" land uses
- Every city department should be involved in planning to obtain actual stakeholder buy in

Climate Resilience Development (CRD) for rural counties

- Know who you are trying to attract (artists, breweries, wineries, support tech, etc.)
- Figure out how to fill the gap between equity and debt with an economic advisor
 - A project that makes a return makes a community
- Who is creating the future: Muscle equals
 - How to raise funding and advocates (city councils, county supervisors, chambers of commerce, downtown association)
 - Money spent (invested) to generate more money
- Prepare for project when the market is down
 - That is from where the demand is going to come
 - Entitlements take 12-24 months

Rural Economic Development Discussion

- Create a grants coordinator
- Issue permits within 48 hours (streamline process)
- California Manufacturing Technology and Consultation (CMTC: Kristina Wyatt Chavez) Converse with companies that believe they want to leave California to see if rural districts are a better match for them
- California Competes Tax Credit (CCTC) is an income tax credit available to businesses that want to locate in California or stay and grow in California (regenerative ag., Strada Verde, Increase use program outside of a typical area)
- USDA jurisdiction of 10,000 or less grants for water and/or waste
- Micro programs
- Intermediary programs
- Energy renewable or upgrade programs
- Rural business development grant programs
- IRA funding for micro-grids and energy generation
- Create an inventory of all businesses.
- Golden State Connect for broadband.
- Rural County Representatives of California (RCRC) was founded more than 40 years ago to represent California's small, rural counties on issues that are unique to them. Also covers legislative developments impacting rural areas.
- Housing zones need an offset if we are now creating a commercial-industrial zone (keep it south of Hwy. 156)

June 22, 2023

How Technology is Rapidly Changing Site Selection (Go-Biz = Governor's Office of Business and Economic Development)

Determine VALUES:

- Competitiveness
- Resourcefulness

- Inclusivity
- Sustainability

Los Angeles Economic Development Corporation (LAEDS)

- Study the statistics of jobs in California
- International companies already have representatives in California
- Create partnerships with industries (EVs, AVs (Strada Verde) related tech industries, regenerative ag., etc.)
- Create an industry cluster in commercial-industrial park, with related and synergistic communication to each other

Community Economic and Resilience Fund (CERF) = process to unite possibilities to make sure community and entrepreneurs are involved in the processes

Without support we cannot defend our territory.

Reel Cool: How to Personalize Economic Development and the Business Community through Social Media

First presentation was a lesson on how to personalize social media to advertise/market your organization or business.

If using for important projects within a city or county can cobble about 10 clips to communicate to the public about the state of workflow of a project, etc.

Onsite reels: Instagram reels

- Each reel should be 15 seconds or less, using short 3 to 5 sec. clips, highlighting visualizations to tell a short story.
 - One reel @ week
 - Showcase businesses
 - Showcase local history
 - Showcase events

- Content:
 - Faces of who makes/does what
 - Behind the scenes
 - Meet the team
- Boost Views
 - Be aware of current and local trends (music)
 - >60 seconds showing different angles
 - Camera work – vertical, clean, 9:1 aspect ration
 - Collect smaller clips
 - Reshare to tell your story to followers
 - Use hashtags for branding
 - Collaborate with others (i.e: state & national parks, organizational events, Mission, arts)
 - Create GIFs (university of youtube) fun & entertaining element
- Get analytical
 - Who likes what
 - Who saves and who likes
 - Who shares
 - Who is most active (eateries?) or gets most hits
- Apps for editing
 - CapCut
 - InShot
 - Splice
 - Canva
 - VN
 - Instagram

Example: City of Ontario used 10 clips to create a story of their city

Second presentation: Artificial Intelligence (AI) is a process that can locate unknown patterns in very large complex data sets, which take huge amounts of computing power to analyze.

- Finds locations or selected information (i.e.: geographic location, work data, properties listed, parcels not on the market, how close to transportation avenues, etc.)
- Used for property enrichment.
 - can be specific.
 - stage a property to highlight possible uses.
 - add a 3D building illustration to showcase a particular infrastructure use.
 - locate power availability.
 - Before and after of façade improvements
- ROI when working on own equal time and help
 - Must have a clarity of mission on what you want to share
 - Must have an ED strategy
 - Story of your work – successes
 - Everyone is an **ED ambassador** to amplify your business/project
 - Create Once and Publish Everywhere (COPE) all platforms
- Prioritize content
 - Promote a program
 - Find grants for business attraction
 - Educate about grant – quantify
- Target market, what is the business incentive.
 - Business attraction incentive program
 - News story media
 - Sponsored paid ads in LinkedIn, etc.
 - Find qualified leads = targe audience, geographical area, position levels
 - Run a campaign – Saw it where?
- Business retention
 - Blight abatement / who is beautification crew
 - Proactively cleaning (sidewalks, windows, planters)
 - Campaign to help solve problems

- Amplify development strategies.
 - Share ED business retention
 - Show stakeholders (i.e: CC, staff, community leaders)
 - Create a small business train
 - Celebrate incremental steps to long term goals
 - Regular updates around successes
- Public Safety Posts are often most watched
- Obtain community sentiment with Flashvote app (weeds out noise)
- State of the City = keep community informed
 - Update of issues of important information to public
 - Grants management deployment (i.e: infrastructure)
 - Water
 - Sewer
 - Waste
 - Park improvements
- Targeted campaign approach
 - Prioritize what to target
 - Track metrics in singular topics
 - Only handle 3 topics at a time, use Hoote Suire

How AI is Shaping Economic Development & Site Selection

This technology is rapidly changing site selection.

- create data visualizations to tell a story and highlight progress
- focus on particular properties where upon public and private investment is happening
- send a link to a prospective developer, analyzed according to a particular business criteria
- able to locate the BEST sector economic development for target industries

- regenerative agriculture related to climate mitigation
- shipping and manufacturing clusters
- specific business clusters are located
- general plan zoning tool
- broadband and other infrastructure locations (needs on-going updating at the street level as this is constantly changing)
- very customizable
- becomes a brokers data base
- Examples
 - <https://www.placer.ai>
 - <https://www.esri.com/en-us/home> Placer.ai

GO-Biz Community & Place Based Resource Tools

June 23, 2023

Controlling the Economic Narrative...before it Controls You!

Dr. Thornberg, founder of Beacon Economics, is a firm that has become one of the most respected research organizations in California serving public and private sector clients across the United States. This session focused on engaging businesses and community members in economic development efforts, and to provide funding for partners that assist you with outreach to help them with capacity. Dr. Thornberg described how there is NO recession right now with statistics that indicate a 3.5% unemployment rate, industrial production is high and consumer spending is at a high level. According to Dr. Thornberg here is his analysis in his own words:

“The Reality: A Main Street recession unlikely in near term

- Inflation / rising rates are the consequences of excessive stimulus
- No major structural imbalances in the economy
- Asset prices will continue to deflate, yet fundamentals remain strong
- Consumers / business investment should offset resultant weakness real estate, finance

The Real Worries

- Collapse in filtering will intensify housing shortages
- Labor shortages are now endemic
- Public deficit challenges are real
- The potential (and pointless) bank credit crisis that *could* cause a recession
- The ongoing gap between the narrative and the reality”

There is significant inflation, causing an interest rate ricochet due to far too much federal stimulus. One of our largest issues is a lack of sufficient housing at a reasonable price for our labor force. Ergo this is a supply-demand, and the solution is to build more lower income housing, as infill and upward stories to be able to fill this demand and lower prices. In other words, do not blame high prices on the false narratives of supply chain interruption, etc. blame it on the large dump of capital into the economy from the FEDS and State.

Digital Upskilling Initiative of Ventura County: Lessons From the Pilot You Can Replicate

[Upskill.edcollaborative.com](https://upskill.edcollaborative.com)

State funding secured by Jacqui Irwin, Assembly Member of 42nd District, chairs the Assembly Select Committee on Cybersecurity and CO-chairs the National conference of State Legislatures Task Force on Cybersecurity.

Think, Act and Thrive – sustainable & replicable

- Course allows students to obtain a GBL Certificate (Since 1990, **GBL** has been a leading provider of **systems** engineering and software development solutions to the U.S. Armed Forces).
- Contract with local women’s business center
- Primary partner is County Board of Education schools, embedded into their curriculum.
- Possible to train with assistance of county Workforce Development Department and/or Central Coast YMCA
- Course is done with Chromebooks (given to students as a SURPRISE at completion of the course)
- Implemented in both English and Spanish
- Creating communities with a competitive mindset

Getting Stakeholder Buy-In for Economic Development

Drone Automation and Robotics Technology (DART) 501©3 needs to be in our CEDS report – funded by the James Irvine Foundation and SB 800, the Advanced Air Mobility and Aviation Electrification Committee

JOBV Aviation in Monterey County
<https://www.jobyaviation.com>

Implemented in Regional Training Center and Work Force Development

MBDART.org = Oct. 11-13 annual symposium

CERF planning aligned (and listed) with the **CEDS** = framework and leveraging resources, this is for a one off grant for start up and must seek sustainable funding to complete project

Projects on CERF list include
(<https://www.grants.ca.gov/grants/community-economic-resilience-fund-program-program-year-2022-24/>)

- DISADVANTAGED COMMUNITIES
- EMPLOYMENT, LABOR & TRAINING
- ENVIRONMENT & WATER
- HOUSING, COMMUNITY AND ECONOMIC DEVELOPMENT
- Should be handled by SBC EDC for pre-development
- Identify the needs of the region
 - Climate transition
 - EVs - AVs
 - Regenerative agriculture
 - Water and waste infrastructure
 - Disaster preparedness for floods, fires, drought
 - Eco-tourism
 - Capacity building of communities to be autonomous
 - Workshops and trainings

PLANNING SUGGESTIONS:

1-2 Giant White Boards

List areas needing specific **plans**

- Downtown **RETAIL** district
- South of Hwy. 156 Commercial/Light Industrial business district with plan on how to market properties
- Vacant historic and commercial buildings for possible micro-manufacturing / commercial
- Luck Park Community Center for non-profits and community activities (I.E.: Epic Center)

Begin with CALED Conference group

Bring to entire EDCAC + Community groups

PRIORITIZE goals, objectives and MONDAY MORNING AGENDAS = Task forces

CITY NEEDED STAFF to facilitate: (create job descriptions)

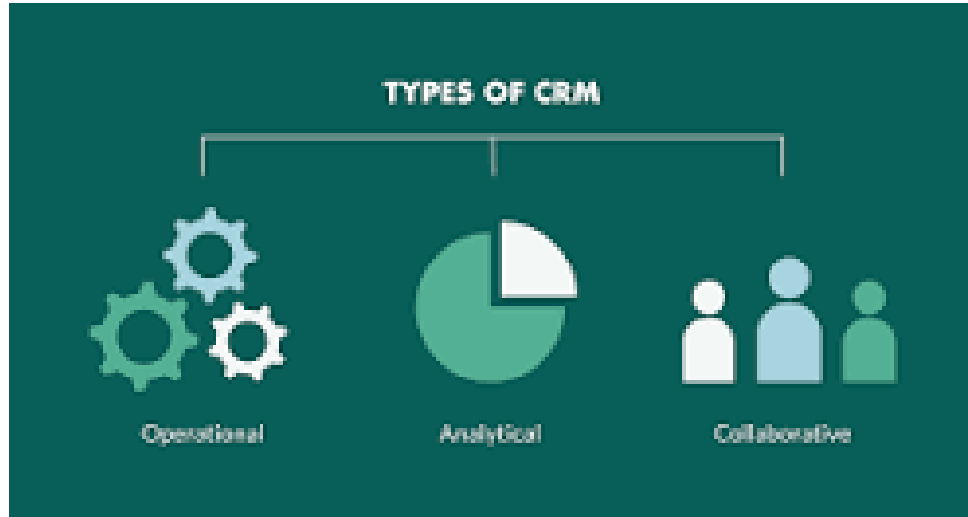
- SJB ED Specialist to facilitate plan(s)
- Grant Coordinator

Primary 1st project is to develop a county wide CRM for a **REGIONAL COMMUNICATIONS TOOL to AMPLIFY DEVELOPMENT STRATEGY**



Customer relationship management

Customer relationship management (CRM) is a complete software system that manages customer relationships, but it isn't a single solution.



The 3 types of CRM are analytical, operational, and collaborative:

- Analytical uses data as the foundation of the platform.
- Operational is based around automating workload.
- Collaborative breaks down silos.

CRM system essentially provides a central place where businesses can store customer and prospect data, track customer interactions, and share this information with colleagues. It allows businesses to manage relationships with customers, helping the business to grow.

Start with City of SJB and PARTNER with Gavilan College, Hollister, SBC Community Foundation, San Benito County...

- ASJSD
- HSD
- County Office of Education
- SBC EDC
- Non-profit events

- Government highlights
- Economic Development projects highlights and opportunities
- Etc., etc. etc.

POSSIBLE READJUSTMENT OF SUBCOMMITTEES INTO TASK FORCES which have the option of more fluid collaboration among EDCAC members and the community as well as specific objectives, with **accountable time frames** for information implementation.



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