

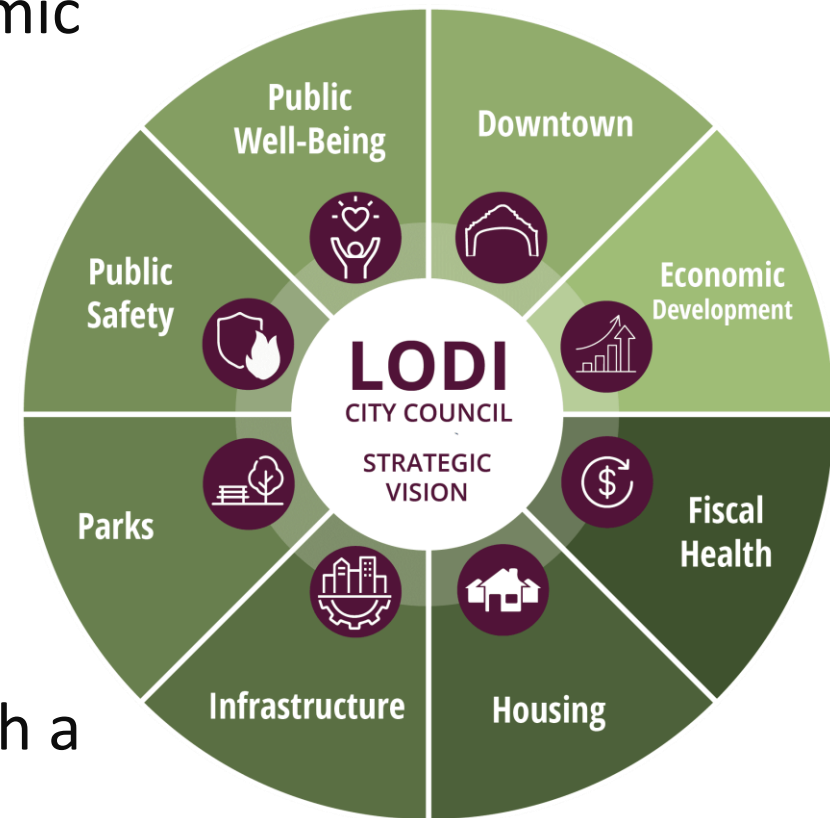
Economic Development Committee Options

Presented by Interim City Manager,
November 15, 2023



Background

- City Council adopted its Strategic Vision on May 17, 2023.
- The Strategic Vision centers around Economic Development.
- City Council approved the addition of a 100% focused Economic Development Director position on November 1, 2023.
- City Council has approved funding for an Economic Development Strategic Plan and a Downtown Specific Plan which require significant community input.
- After direction tonight, staff will return with a Committee formation resolution.



Committee Options

- Option 1 – No Committee
 - No further discussion needed. Staff would manage all processes and recommendations related to Economic Development and bring recommendations to the full Council at a meeting without an additional review or outreach body.
- Option 2 – Council Subcommittee
- Option 3 – Appointed Ad Hoc Committee
- Option 4 – Permanent Standing Committee



Option 2 – Council Subcommittee

- A Council Subcommittee could consist of 2 members of Council who would review policy level economic development decisions prior to consideration by the full Council
- Primary Advantages:
 - No procedural requirements under the Brown Act (meeting flexibility and quicker decision making)
 - Includes Council input early on
- Primary Disadvantages
 - Subcommittee members have greater influence over critical policy decisions and can steer recommendations
 - No broader public or business interest represented on the Subcommittee
- Next Steps: Staff prepares a Resolution for Council consideration on Subcommittee scope that also appoints two Councilmembers to the Subcommittee



Option 3 and Option 4 – Council Participation

- Both Option 3 – Ad Hoc and Option 4 – Standing Committee may or may not include Council participation.
- Council participation is limited to a maximum of 2 members.
- All recommendations of the Committee must come before the whole Council for enactment.
- Staff recommends not having Council participation on either of these options to avoid one or two members having disproportionate influence over policy recommendations, or Council influence limiting participation of other Committee members.



Option 3 – Appointed Ad Hoc Committee

- An Ad Hoc Committee would advise and make recommendations to Council on various policy level economic development decisions prior to full Council consideration
- Primary Advantages:
 - Council defines the purpose and temporary timeframe – Ex. 1-2 years or until completion of Economic Development Strategic Plan and/or Downtown Specific Plan, but does not formally specify meeting parameters
 - Wide range of interests can be included on Ad Hoc Committee
- Primary Disadvantages
 - Temporary in nature, could not continue beyond the defined time or purpose
 - Brown Act procedural requirements could apply if timeframe is ongoing or Committee tries to act (rather than just advise)
- Next Steps: Staff prepares a Resolution for Council consideration on Ad Hoc Committee scope to limit it to a duration or task; resolution would include proposed Committee makeup and authorization to post for Committee vacancies



Option 4 – Permanent Standing Committee

- A permanent Standing Committee
- Primary Advantages:
 - Permanent committee providing review, recommendations and oversight on economic development activities
 - Wide range of interests can be included on the Standing Committee (possibly by district)
 - Could provide ongoing Committee review of implementation for Economic Development Strategic plan once it is adopted
- Primary Disadvantages
 - Additional agenda and notice requirements, and communication limitations to comply with the Brown Act
 - Council must take formal action to create Standing Committee, provide direction, and set meeting schedule, less flexibility in scheduling
 - All future economic development policy recommendations must go through an additional review step (the Committee)
- Next Steps: Staff prepares a Resolution for Council consideration of proposed Standing Committee scope, Committee member makeup, meeting schedule and authorization to post for Committee vacancies



Staff Recommendation

- Staff Recommends Option 4 – Permanent Standing Committee
 - 5 of the 8 Strategic Imperatives are Economic Development or Economic Development by another name:
 - Downtown, Economic Development, Housing, Infrastructure and Public Well Being
 - The remaining 3 Imperatives rely on revenue from Economic Development for success:
 - Fiscal Health, Parks and Public Safety
 - Given the central focus of the Strategic Vision on Economic Development, a Standing Committee to ensure policy recommendations are properly vetted and mature before Council consideration is important for public outreach, public process and oversight.
 - Staff recommends a Committee without Councilmembers to avoid one or two members having disproportionate influence over policy recommendations.



Questions?

