



Economic Development Ad Hoc Committee Agenda

*Friday, August 1, 2014 at 9:00 AM
Oakdale Chamber of Commerce & Visitors Bureau
590 North Yosemite Avenue*

1. **CALL TO ORDER: Mary Guardiola, Erich Haidlen, Farrell Jackson, John McCormick, Donald Petersen, Justin Ribeiro and Bob Taylor**
2. **REVIEW AND APPROVE ECONOMIC DEVELOPMENT AD HOC COMMITTEE MEETING MINUTES FROM JULY 11, 2014**
3. **REVIEW AND DISCUSS DRAFT CITY OF OAKDALE ECONOMIC DEVELOPMENT STRATEGIC PLAN**
4. **DISCUSS MARKETING AND BRANDING EFFORTS FOR OAKDALE**
5. **DISCUSS VISITS WITH LOCAL BUSINESSES**
6. **FAST TRACK PERMITTING, EXPLAIN AND RESEARCH FEE STRUCTURES AND OMBUDSMAN PROGRAM**
7. **OTHER MEMBER IDEAS FOR DISCUSSION**
8. **FUTURE AGENDA ITEMS**
9. **ADJOURNMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Hall, 209-845-3571. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II).

DECLARATION OF POSTING

I, Kathy Teixeira, City Clerk of the City of Oakdale, certify that I caused to be posted a copy of the City of Oakdale Economic Development Ad Hoc Committee Agenda for the Meeting of Friday, July 11, 2014, at the City Council Chambers, 277 North Second Avenue and at the Oakdale Chamber of Commerce & Visitors Bureau 590 North Yosemite Avenue Oakdale, CA, 95361, on July 29, 2014.

Dated: July 29, 2014

/s/Kathy Teixeira
Kathy Teixeira, City Clerk



Economic Development Ad Hoc Committee Minutes

*Friday, July 11, 2014 at 9:00 AM
Oakdale Chamber of Commerce & Visitors Bureau
590 North Yosemite Avenue*

1. **CALL TO ORDER:** 9:00 am

Members Present: Mary Guardiola, Erich Haidlen, Farrell Jackson, John McCormick, Justin Ribeiro and Bob Taylor (arrived at 9:29 a.m.)

Members Absent: Donald Peterson

2. **REVIEW AND APPROVE ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES FROM JUNE 6, 2014**

MOTION: To approve the above-referenced minutes.

Moved: John McCormick Second: Erich Haidlen Approved: (6-0)

3. **REVIEW AND DISCUSS DRAFT CITY OF OAKDALE ECONOMIC DEVELOPMENT STRATEGIC PLAN**

a. **Steven Ames, Alliance Senior Vice-President and Director of Economic Development, on facilitation of strategic planning development.**

Steven Ames, introduced himself to the Committee and stated he is eager to work with the Committee to help determine Strategic Plan goals, develop infrastructure and keep existing development.

The Committee discussed options on; Permit Fee Structure, Fee waivers, Fast Track Permitting, Incentive Program, Longevity return from a prospective businesses, Encourage Positive Exposure and the need for an Ombudsman for permit/application processing.

CONSENSUS: This is the right direction and Don Peterson along with the Committee and will be working with the Alliance to develop these goals.

4. **DISCUSS MARKETING AND BRANDING EFFORTS FOR OAKDALE**

City Manager Bryan Whitemyer stated we are waiting for formal notes from Roger Brookes. Also noted was there are a few different groups working on similar tasks and we need to remember to all work together.

5. DISCUSS TEMPORARY SIGNAGE IN OAKDALE

Bryan Whitemyer and Tom Higgins provided a presentation on portable signs in Oakdale. (Presentation attached).

The Committee discussed alternatives and plans for these possible sign issues. Signs can cause a visual clutter that detracts from the character the buildings and the area.

Questions from the Committee:

- Is this the image we want to portray for Oakdale.
- Is this type of signage good or bad, has any research been done.
- Should the City host a workshop to educate business owners.

Farrell Jackson noted we might need to look at the big picture on the permanent signage ordinance to see if that is what is creating these temporary signage issues.

Bryan Whitemyer noted he would be presenting this presentation at the next Traffic and Business Commission on Thursday, July 17, 2014 at 3:30 p.m. at City Council Chambers.

6. DISCUSS VISITS WITH LOCAL BUSINESSES

Farrell Jackson had no new items to report. Bob Taylor suggested that the next time they meet with business owners that there should a strategy on what information we want to get out of the meeting with business owners. The committee discussed finding a better way to stay in contact with business owners and suggested an ombudsman program.

7. OTHER MEMBER IDEAS FOR DISCUSSION

None.

8. FUTURE AGENDA ITEMS

Council Member Jackson requested Fast Track Permitting, Explain and Research Fee Structures and Ombudsman Program be placed on the next Agenda.

9. ADJOURNMENT: 10:08 am