



# CITY OF SACRAMENTO

CALIFORNIA

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APR 10 1986  
APR 7, 1986

City Council  
Sacramento, California

Honorable Members In Session:

SUBJECT: Special Meeting of the Transportation and Community  
Development Committee Minutes

SUMMARY:

Transmitted herewith are the minutes of the April 2, 1986 special meeting of the Transportation and Community Development Committee. The following item was discussed at that meeting:

Economic Development Update

RECOMMENDATION:

This report is for Council information only.

Respectfully submitted,

Lynn Robie, Chair  
Transportation and Community  
Development Committee

For Council Information:

for: Walter J. Slipes  
City Manager

TRANSPORTATION AND COMMUNITY DEVELOPMENT COMMITTEE  
SPECIAL MEETING MINUTES

Date: April 2, 1986  
Time: 2:00 P.M.

Committee Members Present: Lynn Robie, Chair, Bill Smallman  
Dave Shore

Non-Committee Members Present: Mayor Rudin, Grantland Johnson,  
Joe Serna, Jr.,

Committee Members Absent: Terry Kastanis

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1. Economic Development Update

DISCUSSION: Leslie Palmer, Economic Development Coordinator, discussed the proposed recommendations for the Economic Development Program. Those recommendations are as follows:

1. That a confederation of the Economic Development organizations be consolidated to meet on a regular basis over a specific agenda; and
2. That two (2) technical and one (1) clerical positions be added to the office of the Economic Development Program Coordinator.

Mayor Rudin expressed concern about the Program duplicating the work of the other organizations designed to promote business expansion in the Sacramento area.

Chairperson Robie requested a verbal accounting of how much time is now spent attracting new businesses to Sacramento, and how much time is spent with helping existing businesses.

Leslie Palmer said her goal would be to spend 80% of her time with existing businesses with declining incomes, but due to the lack of staff, she has been unable to do so.

Councilman Shore wanted to know how much time was spent attracting the new businesses to the newly developed areas in Sacramento. He also suggested that the City, through the Economic Development Program, exercise an influence in development of areas such as North Natomas.

Councilman Smallman suggested sending an informational survey to major businesses to find out what kind of amenities would inspire such businesses to relocate to Sacramento. He also suggested sending a survey to some metropolitan areas asking what type of amenities they were offering potential businesses.

David Martinez from SETA voiced his organization's support of the Economic Development program and felt that the scheduled agenda for the program would be an asset for developing jobs in the Sacramento area.

John Malloy from SHRA also voiced his organization's support for the program.

Dick Wolgamott, from the SOEDPC, spoke in support of the proposed program.

Steve Holly, North Sacramento Chamber of Commerce, voiced his support for the program and added that it could help focus growth within the City limits.

Al Gieger, Oak Park Business Association, voiced his support for the program especially the aspect of helping the small businessman to relocate in the Sacramento area. He added that capital formation/retention with the small businessman was an area that the program could focus on.

Chris Tuppenberg, the Meadowview corridor coordinator stated that the proposed program would help people like herself to do their jobs better.

Mike Newely, an industrial broker with Grubb and Ellis suggested the City take advantage of existing resources within the brokerage community.

Councilman Johnson suggested implementing some programs to encourage new businesses to hire from within their community.

Councilman Serna expressed his desire that the program focus on existing businesses channelling a percentage of sales tax back to areas doing well commercially. Councilman Serna also urged the Coordinator to work with the County on jurisdictional issues, and encourage an open line of communications.

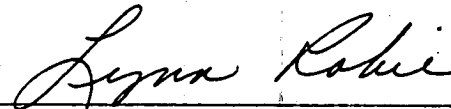
There was a general consensus that the program should identify a specific set of accomplishments such as the proposals discussed at this meeting, and work toward accomplishing those goals without losing sight of them.

**REPORT(S) BACK:** None

**ACTION:** The Committee approved the proposals set forth in the Economic Development Program and recommended the following:

1. A confederation of economic development organizations be formed to meet on a regular bases over a specific action agenda;
2. A request for two (2) technical and (1) clerical staff member be included in the 1986-87 proposed budget;
3. The feasibility of a one stop permit and licensing center for business be investigated;
4. Basic economic research and analysis be conducted;
5. An active committee of City Department representatives involved with economic development and merchant associations be formed;
6. The confederation explore the potential for developing venture capital for small businesses;
7. The Economic Development function be located in the City Manager's office;
8. City staff prepare a strategy for approaching the County staff to develop better coordination;

9. The current policy for MBE/WBE be refined;
10. Alternative financing sources, such as the diversio of certain fees and charges, be explored;
11. Staff prioritize workplan elements to be implemented in the event of a shortage of funding for the Economic Development Program;
12. Staff develop a phased program for economic development beyond the first year;
13. Staff study the potential for industry - specific development in new areas.



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Lynn Robie, Chair  
Transportation and Community  
Development Committee