

RESOLUTION NO. 2016-80

CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2016-, REVIEWING
AND ACCEPTING THE ECONOMIC DEVELOPMENT COMMISSION FY 2015-16
ANNUAL REPORT

WHEREAS, Chapter 2.12 of the City of Marina Municipal Code requires each of the City's Commissions to prepare an annual report outlining Commission accomplishments from the previous fiscal year and goals for the coming fiscal year, and;

WHEREAS, the Economic Development Commission is a five (5) member advisory board appointed by the City Council to identify opportunities for economic development, advise on matters relating to economic development and initiate programs that facilitate and promote economic development that supports the quality of life of Marina residents, and;

WHEREAS, at the regular meeting of May 5, 2016, the Economic Development Commission adopted Resolution No. 2016-03 (EDC), approving submittal of the Economic Development Commission FY 2015-16 Annual Report to the City Council. However, on May 27, 2016, Dover Kohl & Partners informed the City Manager they would not be pursuing the project with the City of Marina. While downtown revitalization continues to be an EDC goal it will be placed on hold. Other options will be explored as funding becomes available, and;

WHEREAS, the Economic Development Commission FY 2015-16 Annual Report is now being submitted to the City Council ("EXHIBIT A"), which includes accomplishments covering 2015-16, along with goals for FY 2016-17, and;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Marina does hereby:

1. Adopt Resolution No. 2016- reviewing and accepting the Economic Development Commission FY 2015-16 Annual Report.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 7th day of June, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Brown, Morton, O'Connell, Delgado

NOES, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

Economic Development Commission

FY 2015-16 ANNUAL REPORT

**Summary of accomplishments for
FY 2015-16 and establishment
of Goals for FY 2016-17**

May 5, 2016



Mission Statement

To implement the role of the Economic Development Commission (EDC) in advising the City Council on specific economic development projects, the EDC has developed goals for the year related to projects such as the downtown revitalization, The Dunes, Arts Village, Veterans Trail, Lock-Paddon Park and the Marina Municipal Airport, among others.

Annual Report Background

Each year, City Commissions are required to submit annual reports to the City Council. The Economic Development Commission, in a collaborative effort with the Economic Development Coordinator has prepared the following report of the Commission's activity in FY 2015-16, as well as their proposed Goals for FY 2016-17.

The City of Marina's Municipal Code

On April 4, 2006, the City Council amended the Marina Municipal Code (M.M.C.) to delete Chapter 2.12 in its entirety and replaced it with a new Chapter 2.12, entitled "Commissions."

Section 2.12.020, "Duties and Powers of the Commissions," establishes specific duties and powers, as follows, to the Economic Development Commission: The Economic Development Commission shall be an advisory body to the City Council regarding economic development in the City; downtown revitalization; and ways to encourage business to locate and remain in Marina. (M.C. Sec. 212.020A)

Standard Meeting Time and Place

Monthly meeting to be held in the first Thursday every month
at 6:30 pm in the City Hall Council Chambers.

Commissioners

Tess Alcantara, Chair	February 2015 to February 2017
Steve Emerson, Vice Chair	February 2016 to February 2018
Ronald Lebda	February 2016 to February 2018
Herbert Cortez	July 2015 to February 2017

City Staff Liaison

Marilyn Lidyoff, Economic Development Coordinator

**ECONOMIC DEVELOPMENT COMMISSION (EDC)
ACCOMPLISHMENTS
FISCAL YEAR 2015-16**

Accomplishments:

- Reviewed and discussed quarterly sales tax reports and other reports provided by Hinderliter de Llamas and Associates.
- Reviewed continuing progress for The Dunes, Marina Heights and other strategic development projects.
- Received information on completion of Light and Motion, University Village, Rockrose Gardens, and Amcal Promontory (CSUMB) development projects.
- Received information from the Monterey Bay Economic Development Partnership regarding economic development goals for the region of the Monterey Bay. Among the objectives is to be the **go-to source** for tri-county data, advocate for creation and retention of new jobs and businesses, convene/support Tech MeetUps and AgTech MeetUps, and provide broadband education and advocacy.
- Continue site visitation program to assist in retaining and expanding existing Marina businesses.
- Received information on the creation and continued update of the Marina Dining Guide.
- Continue distribution of Marina Restaurant Guides to CSUMB, local hotels and to businesses that participated in a site visit from a member of the EDC and Economic Development Coordinator.
- Implemented activities identified at the 2014 Business Forum, which included the following: review municipal code/home-based businesses requirements and suggest less cumbersome method on obtaining a permit, begin to address way finding signs, review city's website and make suggestions to update the business guide and cultivate connections between employers and colleges.
- In connection with the continuation of the 2014 Business Forum, the following topics were placed on hold indefinitely. Those topics included "improve city image to be "Business Friendly," how to achieve city-wide marketing/branding efforts, and define "Who is Marina", and begin exploration of a new business park.
- On February 4, 2016, the EDC established and adopted economic development goals for FY 2016-17.
- At the regular meeting of May 5, 2016, the EDC adopted the FY 15-16 Annual Report to be submitted to City Council.
- The adopted goals are identified below.

ECONOMIC DEVELOPMENT COMMISSION GOALS

FISCAL YEAR 2016-17

1. Collaborate with Dover Kohl & Partners in the development of the downtown revitalization project plan and workshop. On May 27, 2016, Dover Kohl & Partners informed the City Manager they would not be pursuing the project with the City of Marina. Downtown revitalization continues to be an EDC goal. Other alternative options will be explored to continue completion of this goal.
2. Participate in the development of The Dunes Artist Village Concept specifically incorporating the Veterans Trail Project.
3. Develop an implementation plan for the City's signage, banner, marketing and branding programs, engaging collaboration with entities such as the Marina Chamber of Commerce in project implementation.
4. Continue business site visits to assess the needs of existing Marina based business owners, address needs if appropriate and practicable, and serve as a resource/liason between them and the City.
5. Continue to maintain and update information on city's website related to business resources and assistance that are available to the public.
6. Cultivate relationships with relevant economic group or clusters particularly the CSUMB Business College to attract new and desired entrepreneurs within the City.

Next Step: Identify areas of responsibility for each Commissioner and develop the corresponding action plans for each goal.

May 17, 2016

Item No. **8j(1)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of June 7, 2016

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2016-,
REVIEWING AND ACCEPTING THE ECONOMIC DEVELOPMENT
COMMISSION FY 2015-16 ANNUAL REPORT**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2016-, reviewing and accepting the Economic Development Commission FY 2015-16 Annual Report.

BACKGROUND:

In accordance with Chapter 2.12 of the Marina Municipal Code, each year it is the responsibility of the Economic Development Commission to provide the City Council with a report outlining Commission accomplishments from the previous fiscal year and goals for the coming fiscal year.

The Economic Development Commission is a five (5) member advisory board appointed by the City Council to identify opportunities for economic development, advise on matters relating to economic development and initiate programs that facilitate and promote economic development that supports the quality of life of Marina residents.

At the regular meeting of May 5, 2016, the Economic Development Commission adopted Resolution No. 2016-03 (EDC), approving submittal of the Economic Development Commission FY 2015-16 Annual Report to the City Council. However, on May 27, 2016, Dover Kohl & Partners informed the City Manager they would not be pursuing the project with the City of Marina. Downtown revitalization continues to be an EDC goal. Other options will be explored to continue completing this goal.

ANALYSIS:

The Economic Development Commission FY 2015-16 Annual Report is now being submitted to the City Council (“EXHIBIT A”).

FISCAL IMPACT:

None.

CONCLUSION:

This request is submitted for City Council review and acceptance.

Respectfully submitted,

Marilyn Lidyoff
Economic Development Coordinator
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager
City of Marina