

RESOLUTION NO. 2017-61

CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2017-, REVIEWING
AND ACCEPTING THE ECONOMIC DEVELOPMENT COMMISSION FY 2016-17
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. However, the Commission is currently lacking two members, and;

WHEREAS, at the regular meeting of May 4, 2017, the Economic Development Commission approved submittal of the Economic Development Commission FY 2016-17 Annual Report to the City Council, and;

WHEREAS, the Economic Development Commission FY 2016-17 Annual Report is hereby being submitted to the City Council ("**EXHIBIT A**"), which includes accomplishments covering 2016-17, along with goals for FY 2017-18, and;

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

Adopt Resolution No. 2017- reviewing and accepting the Economic Development Commission FY 2016-17 Annual Report.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 20th day of June, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Morton, Delgado

NOES, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: O'Connell, Brown

ABSENT, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

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 2016-17, as well as their proposed Goals for FY 2017-18.

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 the third Thursday every month
at 4:00 pm in the City Hall Council Chambers.

Commissioners

Tess Alcantara, Chair	February 2017 to February 2019
Steve Emerson, Vice Chair	February 2016 to February 2018
Ronald Lebda	February 2016 to February 2018

City Staff Liaison

Marilyn Lidyoff, Economic Development Coordinator

ECONOMIC DEVELOPMENT COMMISSION (EDC)
ACCOMPLISHMENTS
FISCAL YEAR 2016-17

Accomplishments:

1. Reviewed three different versions of the City's Downtown Vitalization Specific Plan, and other related documents along with and Downtown Vision. Met with city staff to discuss components of the reports (Commissioner Emerson/city staff);
2. Conducted site visits to the proposed Marina Artist Village site comprised of interested Marina residents/business owners (Chair Alcantara/city staff);
3. Conducted a site visit to The Tannery in Santa Cruz, which are live/work artist studios (Commissioner Alcantara/city staff);
4. Collaboration with the Monterey County Arts Council on submission of a grant application to the National Endowment for Arts on September 24, 2016. Grant awards are pending federal budget allocation (Commissioner Alcantara/city staff);
5. Collaboration with the Monterey County Arts Council on submission of a grant application to the California Arts Council on February 22, 2017. Grant awards are pending State budget allocation. (Chair Alcantara/city staff);
6. Prepared/submitted Request for Proposal (RFP) to three banner companies to establish quote on similar products. One banner company prepared sample banner designs for city review. City continues to seek new quotes for multi-color banners and other materials (Commissioner Lebda/city staff);
7. Continue business sites visits (all Commissioners with city staff);
8. Modify Restaurant Guide design and update content (Commissioner Lebda/city staff);
and
9. Met with staff of CSUMB Catalyst Center First Year Experience and Student Activities and Leadership Development to discuss future ventures (Cortez).

ECONOMIC DEVELOPMENT COMMISSION GOALS

FISCAL YEAR 2017-18

The Economic Development Commission stands ready to support the Marina City Council with its strategic goals and objectives.

1. Focus on the downtown Revitalization Project Plan, subject to city funding;
2. Participate in the development of The Dunes Artist Village Concept specifically incorporating the Veterans Trail Project, subject to grant and city funding;
3. Develop an implementation plan for the City's signage, banner, marketing and branding programs and engage in collaboration with entities such as the Marina Chamber of Commerce in project implementation, subject to city funding;
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/liaison between them and the City.

June 8, 2017

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

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of June 20, 2017

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2017-,
REVIEWING AND ACCEPTING THE ECONOMIC DEVELOPMENT
COMMISSION FY 2016-17 ANNUAL REPORT**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2017-, reviewing and accepting the Economic Development Commission FY 2016-17 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. However, the Commission is currently lacking two members.

At the regular meeting of May 4, 2017, the Economic Development Commission approved submittal of the Economic Development Commission FY 2016-17 Annual Report to the City Council.

ANALYSIS:

The Economic Development Commission FY 2016-17 Annual Report is hereby 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