

RESOLUTION NO. 2018-113

CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2018-, REVIEWING
AND ACCEPTING THE ECONOMIC DEVELOPMENT COMMISSION FY 2017-18
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 August 16, 2018, the Economic Development Commission approved submittal of the Economic Development Commission FY 2017-18 Annual Report to the City Council, and;

WHEREAS, the Economic Development Commission FY 2017-18 Annual Report is hereby being submitted to the City Council ("EXHIBIT A"), which includes accomplishments covering 2017-18, along with establishment of goals for FY 2018-19, and;

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

Adopt Resolution No. 2018- reviewing and accepting the Economic Development Commission FY 2017-18 Annual Report.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 18th day of September, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Morton, O'Connell, Brown, 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 2017-18 ANNUAL REPORT

**Summary of Accomplishments for
FY 2017-18 and establishment
of Goals for FY 2018-19
September 18, 2018**



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 accomplishments in FY 2017-18, as well as their proposed goals for FY 2018-19.

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 P.M. in the City Hall Council Chambers.

Commissioners

Tess Alcantara, Chair	February 2017 to February 2019
Steve Emerson, Vice Chair	February 2018 to February 2020
Ronald Lebda	February 2018 to February 2020
Dawn Alva	February 2017 to February 2019
Elizabeth Stetler	February 2017 to February 2019

City Staff Liaison

Marilyn Lidyoff, Economic Development Coordinator

ECONOMIC DEVELOPMENT COMMISSION (EDC)
ACCOMPLISHMENTS
FISCAL YEAR 2017-18

Goal 1: Focus on Downtown Revitalization Project Plan, subject to City funding.

- Accomplishment: Serving on the City of Marina Downtown Specific Plan Ad Hoc Committee are Commissioners Emerson/Alva representing the Economic Development Commission; and, President Ron Lebda representing the Marina Chamber of Commerce

Goal 2: Participate in development of the Marina Arts Village (formerly The Dunes Artist Village) concept specifically incorporating the Veterans Trail Project, subject to grant/City funding.

- Accomplishment: Conducted site visits to the Marina Arts Village parcel. Among those that toured the property were Marina residents/business owners and potential tenants-(Chair Alcantara/City staff)
- Accomplishment: On October 2, 2017, collaboration ensued with the Monterey County Arts Council on preparation and submission of a grant application to the National Endowment for Arts-(Chair Alcantara/ Director of Monterey Arts Council Lynch/City staff)
- Accomplishment: Provided comments in connection with the preparation of Request for Proposal (RFP) for a Feasibility Study and Conceptual Plan for the Marina Arts Village-(Chair Alcantara and Commissioner Stetler/City staff)

Goal 3: Development of an implementation plan for the City's signage, banner, marketing and branding programs; and, engage collaboration with entities such as the Marina Chamber of Commerce in project implementation, subject to City funding.

- Accomplishment: Completed design and installation of three sets of street banners: Joy (holiday); Land-Sea-Air; and Shop-Dine-Stay & Play, which is a component of the Marketing and Branding Program-(Commissioners Lebda/Alva/City staff);
- Accomplishment: Updated the Marina Restaurant Guide-(Commissioner Lebda/City staff)

Goal 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.

- Accomplishment: Completed approximately 40 site visits to restaurant businesses. (Commissioner Lebda/City staff).

ECONOMIC DEVELOPMENT COMMISSION GOALS FISCAL YEAR 2018-19

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

Goal No. 1:

Continue participation in connection with the Marina Downtown Specific Plan, subject to City funding;

Goal No. 2:

Participate in the development of the Marina Arts Village, subject to grant and City funding;

Goal No. 3:

Develop/implement Marketing and Branding Plan, which includes the following components: banner, website, signage, other signage; along with pursue collaboration with entities such as the Marina Chamber of Commerce in project implementation, subject to City funding;

Goal No. 4:

Continue business site visits to assess the needs of existing Marina based business owners, address needs if appropriate and practicable, serve as a resource/liaison between them and the City; and, research, develop and implement pathways to engage the business community.

September 13, 2018

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

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of September 18, 2018

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2018-,
REVIEWING AND ACCEPTING THE ECONOMIC DEVELOPMENT
COMMISSION FY 2017-18 ANNUAL REPORT**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2018-, reviewing and accepting the Economic Development Commission FY 2017-18 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 August 16, 2018, the Economic Development Commission approved submittal of the Economic Development Commission FY 2017-18 Annual Report to the City Council.

ANALYSIS:

The Economic Development Commission FY 2017-18 Annual Report is hereby being submitted to the City Council (**"EXHIBIT A"**), which includes accomplishments covering 2017-18, along with establishment of goals for FY 2018-19.

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