

Community Development Committee
March 19, 2008
City Hall

The Fort Bragg Community Development Committee (CDC) convened a regular meeting on Wednesday, March 19, 2008, at 3:00 p.m., at Fort Bragg City Hall, 416 North Franklin Street, Fort Bragg, CA.

ROLL CALL

Members present: Mayor Doug Hammerstrom and Councilmember Dave Turner.
Staff present: Marie Jones, Community Development Director, and Nancy Philips, Administrative Secretary.

APPROVAL OF MINUTES

Minutes of the February 20, 2008 regular meeting were approved by consensus of the Committee.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

CONDUCT OF BUSINESS

1. Receive Report on Amnesty Program for Illegal Second Residential Units and Provide Direction to Staff

Director Jones summarized that this matter was brought to CDC after a member of the Business Advocate team sent a business lead to City Hall who was referred to other Advocates, including competitors in that field. While there were no ill effects from this referral to competitors, it could have had an undesirable effect.

Public comment on this item was received from Paul Clark.

During discussion, it was noted that:

- In referring inquiries to the Business Advocates, staff should find out whether the person is working with someone in a given field so that client information is not sent to Business Advocates who may be competitors in that field.
- The City needs a simple process to get word out to Advocates and can continue to hand out the Business Advocate contact list at the counter so people can reach them.
- The City's Economic Development (ED) website could include a feature that allows Business Advocates to log in after meeting with a business lead, and forward inquiries or comments to the Advocate team. Staff could access the database to ensure leads are followed up and track the results of inquiries.
- Perhaps the business person could fill out something either online or on paper stating what type of information they are seeking in starting their new business.
- Current staffing and workload prohibit the Community Development Department from starting an effective business retention outreach program.
- The City could possibly use funds from the ED Community Development Block Grant to have someone conduct a survey to find out what the business community needs from the City.
- Perhaps Business Advocates could follow-up by interviewing survey respondents if needed.
- Survey questions would have to be carefully worded so that it is clear that this information is for long-range planning and not to expect immediate results.

- The survey could be completed on the web, or staff could tally results submitted in writing.
- The survey could be presented to the Chamber and Rotary or mailed out to people who have business licenses in the City.

Committee consensus for staff to work with Sage Statham to see how complicated it would be to incorporate a business referral database and business retention survey into the ED website being developed. Staff to see if Business Advocates would like to be involved in developing a business retention program.

2. Receive Oral Report Considering Ways to Attract and Retain Retail Tenants in Downtown and Provide Direction to Staff

Director Jones reviewed the staff report for this item. The request for proposals for a pre-designed second unit program yielded six responses, and four firms were interviewed. Through the review process, Dorsey Design emerged as most desirable because Jerry Dorsey can: flip floor plans, give a take-off list of materials needed, allow choices in types of roof structure and foundations, and provide full sets of detailed plans. The downside is that Dorsey has no green design experience. Jones said that she contacted City of Santa Cruz, which has a pre-approved second unit design program, and found out that we could use their plans. Santa Cruz plans were designed before the new fire code went into effect.

Public comment on this item was received from Paul Clark.

During discussion, it was noted that:

- Santa Cruz plans #2 and #6 are most desirable because they fit the look and size of Fort Bragg second units. Plan #4 would work if it had a less modern look.
- Local building supply stores could provide price quotes on materials needed.
- One design offered should be green.
- Perhaps Dorsey could modify Santa Cruz plans to offer the benefits of his plans. Software compatibility may be an issue.

Committee consensus for staff to contact Santa Cruz to get electronic copies of plans. Staff to contact Jerry Dorsey to see if he can modify Santa Cruz plans, provide a materials list, make flippable, and meet current fire code, and if so, at what cost. The City to contract with Dorsey to complete one full set of plans and to work on modifying two additional sets of plans from Santa Cruz if such modification is possible.

MATTERS FROM COMMITTEE/STAFF

ADJOURNMENT

Meeting was adjourned at 4:06 p.m.