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cc: City Council
Management Team
Public Packet

Community Development Committee
EDAC interested parties email list

**Economic Development Action Committee
February 10, 2009
Fort Bragg Town Hall**

The Economic Development Action Committee met in regular session on February 10, 2009, at the hour of 3:05 p.m., at Fort Bragg Town Hall, 363 N. Main Street, Fort Bragg, California.

ROLL CALL

Members Present: Miles Everett, Johanna Jensen, Chris Knoerdel, and Chriss Zaida.
Members Absent: None
Staff Present: Marie Jones, Community Development Director
Public Present: Amy Wynn, Paul Clark, Dusty Dillon, Abby Colbert, Rick Schnabel, and Rob Scott.

APPROVAL OF MINUTES – NOVEMBER 11, 2008 REGULAR MEETING

Moved by Everett, seconded by Zaida, to approve the minutes of the last meeting. The vote was unanimous for approval.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

Dusty Dillon identified the INK505000 website as a great website for starting a cottage business in a hard economy for less than \$5,000.

ELECT OFFICERS AND MAKE APPOINTMENTS TO AD-HOC SUBCOMMITTEES

Zaida nominated Miles Everett to serve as the Chair of the committee. The motion was seconded by Johanna Jensen. **The EDAC voted unanimously to select Miles Everett as Chair of the committee.** Chris Zaida nominated Chris Zaida to serve as the Vice-Chair of the committee. This motion was seconded by Johanna Jensen. **The EDAC voted unanimously to select Chris Zaida as Vice-Chair of the committee.**

RECEIVE REPORTS FROM AD-HOC COMMITTEES

Rob Scott distributed minutes from the last Economic Development Ad Hoc Committee. Discussion points at that meeting included:

- Fort Bragg Redevelopment Strategy
- Noyo Harbor
- Mendocino Broadband Alliance
- Subcommittee Mission Statement
- Health and Wellness Strategy

Scott noted that the next meeting of the subcommittee would be Thursday, February 12, at 8:30, at Laurel Deli and would feature a presentation by the new College of the Redwoods director.

Zaida reported that the Economic Localization Ad Hoc Committee is meeting on 2/11 to discuss the downtown streetscape project. She noted that many merchants are upset about the lack of good communication between merchants, the city, and the contractor. Jones noted that she had invited the Director of Public Works and the contractor to attend the meeting. Zaida indicated that the project needs: 1) a clear schedule, 2) a contact person, 3) weekly updates, 4) website updates, and 5) to be completed as quickly as possible.

Community Development and Planning Ad Hoc Committee consisting of Paul Clark and Amy Wynn met with Marie Jones in January to provide input and suggested changes to the East Fort Bragg General Plan. Council will consider changes to the East Fort Bragg General Plan starting in March or April. Staff noted that all the changes have been completed and the document is waiting for review by the City Manager. The Ad Hoc committee indicated that they would probably not meet again in the near term unless other issues come up.

CONDUCT OF BUSINESS

1. Receive Oral Report on Noyo Harbor Annexation

Jones provided an overview of the annexation process and indicated that it would include many steps including:

- Proof that the area annexed could be served by existing City services;
- A fiscal impact analysis must be completed to prove that the annexation will have a positive next fiscal impact on the City of Fort Bragg; and
- A revenue sharing agreement would have to be reached between the City of Fort Bragg and the County.

During discussion of this item it was noted that:

- Harbor property owners may be more interested in becoming a designated Port or incorporating as their own City.
- Annexation was tried about 20 years ago and failed because the City and County could not agree on a revenue sharing agreement.

Abby Colbert noted that the Harbor District completed a Master Plan for the harbor which has never been ratified or implemented. A 2002 grand jury report recommended that the harbor district should update and ratify the Master Plan. She also noted that there are many code violations in the harbor with no code enforcement. **It was decided that the City should place the Harbor Master Plan on the City's website if legally possible.**

Dillion noted that the Harbor District has lots of responsibility without any authority.

Rick Schnabel noted that many people were against annexation in the past because they wanted to put low income housing in the Harbor.

Chris Zaida noted that there are great examples of magical harbors such as Newport Beach. It would be so easy to fix up the harbor and make it into Fort Bragg's own Disneyland.

Dusty noted that property owners in Noyo Harbor are already working to put in pedestrian friendly amenities, restrooms, cottage businesses to make it a walk able and working harbor.

Johanna recommended that Abby and Dusty put together a list of pros and cons of annexation of the harbor for property owners. This list should be brought to the Economic Development Subcommittee meeting March 12, 2009. Then it should come to EDAC and be formulated into a recommendation to the Community Development Committee (CDC). The CDC will make a recommendation to City Council.

2. Receive Oral Report on New Business Inquiries

Jones noted that she received one inquiry from an established business owner seeking a location in downtown. She referred the business owners to various property owners with vacancies.

MATTERS FROM COMMITTEE/STAFF

- **Johanna Jensen asked that the brochure "So you want to start a Business?" be discussed at the next EDAC meeting to identify ways to improve it.** Specifically Johanna recommended that the EDAC develop a set of questions that prospective business owners should be prepared to ask themselves and regulators about starting a business.

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- **Chris Knordel asked that the following item be placed on the next agenda: Encouraging Cottage Businesses in Fort Bragg.**
- Jones announced that the EDAC would be holding a joint meeting with the Finance and Admin Committee to discuss Development Impact Fees on March 3rd at 9:00 at Town Hall.

ADJOURNMENT

Meeting was adjourned at 4:45 p.m.