

**AGENDA
CITY OF PATTERSON**

**ECONOMIC STRATEGIC COMMISSION
REGULAR MEETING**



**Thursday, May 27, 2021
11:30 a.m.**

**VIA ZOOM CONFERENCE CALL
City of Patterson - City Hall
1 Plaza
City Council Chambers
Patterson, California**

NOTICE: THIS MEETING WILL BE HELD IN ACCORDANCE WITH EXECUTIVE ORDER N-25-20, ISSUED BY CALIFORNIA GOVERNOR GAVIN NEWSOM ON MARCH 12, 2020, THE RALPH M. BROWN ACT (CALIFORNIA GOVERNMENT CODE SECTION 54950, ET SEQ.), AND THE FEDERAL AMERICANS WITH DISABILITIES ACT.

THIS MEETING WILL NOT BE PHYSICALLY OPEN TO THE PUBLIC. ALL MEMBERS OF THE PUBLIC MAY PARTICIPATE IN THE MEETING VIA TELECONFERENCE BY CALLING **669-900-6833** MEETING ID: **947-4399-3141**, PASSWORD: **054534** AND WILL BE GIVEN THE OPPORTUNITY TO PROVIDE PUBLIC COMMENT. JOIN FROM A PC, MAC, IPAD, IPHONE, OR ANDROID DEVICE BY USING THIS URL:

<https://zoom.us/j/94743993141?pwd=UmQxd3BML2l6aWl2Y1B0YnRRbTZtdz09>

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (209) 895-8014. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

The ESC agenda and supporting public documents (if any) are available for viewing in City Hall, Planning Department, 1 Plaza, 2nd Floor, Patterson, California. The ESC agenda and supporting public documents (if any) are also available online on our City web site www.ci.patterson.ca.us listed under "Agenda Center" and listed under "Economic Strategic Commission" or you may contact the Planning Department directly at (209) 895-8020 or email planning@ci.patterson.ca.us

If you wish to be notified of future meetings, please subscribe to "Notify Me" listed under Popular Links on our City of Patterson web site www.ci.patterson.ca.us

1. Call to Order
2. Statements of Conflict

3. Items From The Public

The public wishing to address the Commission on items that do not appear on the agenda may do so; however, the Commission will take no action other than referring the item to staff for study and analysis and may place the item on a future agenda.

Any member of the audience desiring to address the Commission regarding a matter on the agenda, please state so at the time the item is announced by the Chairperson. In order that all interested parties have an opportunity to speak, any person addressing the Commission may be limited to a maximum of five (5) minutes.

4. Motion to Approve ESC Meeting Minutes of March 18, 2021
5. Update on City and Private Projects.
6. Economic Development Business Plan.
7. Adjournment.

City of Patterson
Economic Strategic Commission
Regular Meeting Minutes
March 18, 2021

1. Call to Order

The regular meeting of the Economic Strategic Commission of March 18, 2021 was called to order via zoom conference call at 11:35 a.m., by Community Development Director James.

ESC Members Present: Ken Buehner, Larry Buehner, Steve Faries, Jose Ibarra

ESC Member Excused: None

City Staff Present: Community Development Director David James, City Planner Joel Andrews, Planning Assistant Lisa Ochoa

Present: Nancy Folly (Turlock Irrigation District)

Also Present: George Mac Master, Rob Hardy

2. **Statements of Conflict:** None

3. **Items from the Public:** None

4. **Motion to Approve ESC Special Meeting Minutes of November 19, 2020**
Commissioner K. Buehner
Second: Commissioner L. Buehner
Motion passed: 4-0 Vote

5. **Update on City and Private Projects**

Community Development Director James updated on the following projects:

- S2A Modular
- Love’s Travel Center
- La Quinta Hotel
- Wayfinding Entry Sign
- Zacharias EIR

6. **Economic Development Business Plan**

Community Development Director James spoke in regards to the report from the City of Tehachapi and stated the commission/staff can work towards a similar plan for the City of Patterson.

City Planner Andrews stated we have a similar plan that was done in 2012-2013. Staff will take another look at that document.

Brainstorming from the Commission:

(SWOT) Strengths, Weaknesses, Opportunities, Threats

STRENGTHS

- Proximity to I-5 Freeway/Bay Area
- Housing Opportunities/Patterson is Shovel Ready
- Retail Follows Rooftops
- Quality/Variety of Housing
- TID/Our Energy is Predictable

WEAKNESSES

- Sewer Capacity
- Better Process to Obtain a City Business License
- Lack of City Exposure at Freeway/Need Larger Signs
- No Hospital

7. **Adjournment:** 12:42 p.m.

CITY OF PATTERSON
INTEROFFICE MEMORANDUM

Date: May 27, 2021
To: Economic Strategic Commission
From: David James, Community Development Director
Subject: Economic Development Business and Marketing Plan

As the Economic Strategic Commission (ESC) will recall just prior to the March 18, 2021 ESC meeting, staff disseminated a staff report in conjunction with a sample Economic Development Business and Marketing Plan. Said plan included a SWOT analysis or Strength, Weakness, Opportunity, Threats. The City of Patterson is in the process of preparing our own Business and Marketing Plan and had solicited the assistance of the ESC in brainstorm relevant conditions that could be included in the Patterson centric Business and Marketing Plan SWOT analysis. As the ESC may also recall we only covered Strengths and Weakness and postponed the Opportunity and Threats discussion for the next meeting. In the way of background, the list that was captured at the March 18, 2021 meeting are incorporated in the attached minutes and reiterated herein for the group's convenience.

STRENGTHS

- Proximity to 1-5 Freeway/Bay Area
- Housing Opportunities (affordability and diversity of choice)
Opportunities for expanded retail trade give that retail follows roof tops.
- Quality and variety of Housing
- TID rates and energy predictability and reliability
- Many shovel ready industrial/commercial sites.

WEAKNESSES

- Sewer Capacity issues
- Better Process to Obtain a City Business License

- Lack of City Exposure at Freeway off ramps need better signage (Wayfinding)
- Lack of a Hospital quality of life issue for business attraction and retention.

It is my intention at the May 27, 2021 ESC meeting to briefly revisit last meeting's entries to see if there are any new entries or second thoughts regarding the last meetings suggestions and then to get right to the next two (2) categories Opportunities and Threats.

Thank you for your consideration and continued support in this matter and we will see you at the ESC meeting.

Best regards
David James, AICP
Community Development Director

C.C. Ken Irwin, City Manager