

**AGENDA
CITY OF PATTERSON**

**ECONOMIC STRATEGIC COMMISSION
SPECIAL MEETING**



**Thursday, March 22, 2018
11:30 a.m.**

**City of Patterson - City Hall
1 Plaza
City Council Chambers
Patterson, California**

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, Administration 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 Popular Links "Agenda Center" and listed under the "Upcoming Events Calendar" under the date of the meeting or please call or email the City Clerk at (209) 895-8014 or cityclerk@ci.patterson.ca.us

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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 September 21, 2017 and January 18, 2018.
5. Introduction to the Marketing Tag Line Competition.
6. Update on City and Private Projects.
7. Other Matters.
8. Adjournment.

(ESC and Ad Hoc Members Please Remember to Bring \$10 for Lunch)

City of Patterson
Economic Strategic Commission
Regular Meeting Minutes
September 21, 2017

1. Call to Order

The regular meeting of the Patterson Economic Strategic Commission of September 21, 2017 was called to order in the City Hall, 1 Plaza, City Hall Council Chambers at 11:49 a.m.

ESC Members Present: Ken Buehner, Fred Fowler, George Galloway MacMaster, Rick Schiltz and Elwood Schut (5)

City Staff Present: City Planner Joel Andrews, Interim Admin. Assistant to the City Clerk Aidee Hernandez, City Clerk Maricela Vela (3)

City Staff Excused: City Manager Ken Irwin, Public Works Director Mike Willet and Administrative Assistant to the City Clerk Aracely Alegre (3)

2. Statements of Conflict – None

3. Items from the Public – None

4. Motion to approve the ESC Regular Meeting Minutes of May 18, 2017.

Ken Buehner motioned to approve the minutes of May 18, 2017. The motion was seconded by Rick Schut and unanimously approved by a 5–0 roll call vote.

5. Draft Donation Bin Ordinance - Discussion and Consideration of Recommendation to the City Council.

City Planner Andrews explained the ordinance was like neighboring cities regarding the locations and maintenance of the Donation Bins.

Ken Buehner motioned to recommend to the City Council, the Donation Bin Ordinance as presented (drafted) by City staff. The motion was seconded by George Galloway MacMaster and unanimously approved by a 5-0 roll call vote.

6. Update on City and Private Projects.

City Planner Andrews updated the Commission on the following projects:

- Les Schwab Grand Opening.
- J.K. Wells Las Palmas Food Court.

7. Other Matters.

- Debris left behind at the downtown parks by the homeless.

- Intersection traffic signs are non-visible due to landscape foliage, signs fading from the sun and missing letters/numbers.
- Intersection signage on the corner of Sperry and Park needs to be updated with a U-turn sign to accommodate the hotel and fuel station.
- The median needs to be shortened on the corner of Sperry and Park Center Drive; too long for semi-trucks to turn.
- Business Signage Ordinance.

8. Adjournment.

There being no further business, the regular meeting of the Economic Strategic Commission of September 21, 2017 was adjourned at 12:56 p.m.

Aidee Hernandez, Interim Admin. Assistant to the City Clerk

Maricela Vela, City Clerk

City of Patterson
Economic Strategic Commission
Regular Meeting Minutes
January 18, 2018

1. Call to Order

The regular meeting of the Patterson Economic Strategic Commission of January 18, 2018 was called to order in the City Hall, 1 Plaza, City Council Chambers at 11:53 a.m.

ESC Members Present: Ken Buehner, Fred Fowler, George Galloway MacMaster, Elwood Schut (4)

ESC Member Excused: Rick Schiltz (1)

City Staff Present: City Manager Ken Irwin, Community Development Director David James, City Planner Joel Andrews, Public Works Director Mike Willett, Administrative Assistant to the City Clerk Aracely Alegre (5)

Guests: Opportunity Stanislaus Representative Gavin Bruce (1)

2. Statements of Conflict - None

3. Items from the Public - None

4. Introduction of Community Development Director – David James.

City Manager Irwin introduced the City's Community Development Director David James.

5. Introduction to Early and Preliminary Economic Development Strategies.

Community Development Director James addressed new projects/programs to be implemented by the Community Development Department:

- Program Tools for Business Success.
- Creation of Commercial and Industrial sites in the City of Patterson.
- Creating a tag line/branding statement for the City of Patterson to provide information about the City of Patterson. Sending a memo and creating a contest to come up with a tagline from the community.

City Manager Irwin addressed the importance of keeping the creation of the tagline/branding statement within the city and getting citizens involved.

Community Development Director James addressed the possibility of getting local schools to provide training for students interested in becoming Entrepreneurs.

Community Development Director James addressed the revitalization of the downtown area.

City Manager Irwin and Community Development Director James discussed the creation of a memo to get members started with the development of a tagline/branding statement in combination with ideas. Item to be discussed at a future meeting of the Commission.

Ken Buehner addressed the Commission on the item of a digital sign(s) for advertisement events/functions/etc. in the City of Patterson.

City Manager Irwin addressed the expense of a digital sign.

6. Other Matters.

City Manager Irwin addressed the item of taking a member to the New Opportunities for Smart Growth Conference scheduled on Feb 1st thru 3rd in San Francisco. George Galloway McMaster to attend the conference and make arrangements with the City's Community Development (Planning) Department.

7. Adjournment.

There being no further business, the regular meeting of the Economic Strategic Commission of January 18, 2018 was adjourned at 12:37 p.m.

Aracely Alegre, Administrative Assistant to the City Clerk

Maricela Vela, City Clerk