

CITY OF PERRIS

MINUTES: Redevelopment Agency Work Session
Date of Meeting: 10 December 2002
Time of Meeting: 5:00 p.m.
Place of Meeting: City Council Chambers-City Hall

1. ***CALL TO ORDER:*** The Honorable Chairman Busch opened the Regular Work Session at 5:03 p.m. and requested Secretary Ashley to call the roll.

5:03 p.m. Called to Order

2. ***ROLL CALL:***

Agency Board Members Present: Landers, Motte, Rogers, Busch

Agency Board Member Yarbrough arrived at 5:10 p.m.

Staff Members Present: Executive Director Vasquez, Deputy Executive Director Apodaca, City Attorney Dunn, Community Development Director Gutierrez, City Engineer Motlagh, and Acting Secretary Ashley.

*Four Agency Board
Members Present
Yarbrough Arrived @ 5:10
p.m.*

3. ***PUBLIC COMMENT:*** None

4. ***WORK SESSION:***

A. To present an outline for the Redevelopment Agency's Economic Development Strategy.

Presented & Received

Deputy Executive Director Apodaca indicated that local government couldn't develop the community's economy and some of those entities that affected the community's economy were developers, businesses, lenders, investors, and professionals. The roll of city government was to provide leadership, perspective, and bring together elements that contributed to the local government. One way to provide the leadership and perspective were for the City leaders to develop an Economic Development Strategy Plan. The strategy reflected the City's plan for economic future; the roll was to provide a better understanding of local economy; awareness of the current problems and solutions; reach a consensus on realistic goals/policies; help promote a positive image; and strive to improve the quality of life. By following the strategy process the City would be prepared to utilize its resources efficiency and effectively. Deputy Executive Director Apodaca introduced Ms. Rosenow of Rosenow Spevacek Group.

*Deputy Executive Director
Apodaca's Introduction*

Ms. Rosenow presented the proposed components and approach to the Economic Development Strategy Plan:

*Rosenow Spevacek Group,
Inc., Ms. Rosenow's
Presentation*

- Economic Development Strategy Plan:
 - Identify a vision and implement;
 - Allocate resources accordingly;
 - Address City Image;
 - Understand market realities;
 - Prioritize projects;
 - Prioritize municipal investment; stimulate private investment;
 - Measure progress & successes;
 - Assure City's long-term viability.
- Missions Statements & Goals:
 - Identify what Perris should be 20 years from now; define desired image;
 - Example Goals: capture City's share of regional growth; balance municipal revenue & expenditures; judiciously allocate municipal resources to achieve mission.
- Community's Assets/Liabilities:
 - Demographic characteristics; community resources; real estate resources; land availability (RDA/City owned & other sites); infrastructure needs (regional & local);
 - Transportation.
- New Market Demand:
 - Existing market placement; new market opportunities (identify logical market expansion/set goals & activities for attracting desired markets).
- Strategic Plan:
 - Increase/expand employment base (business retention/expansion & recruitment of other industries);
 - Expand revenue base (protect existing retail; expand sales tax revenue with new retail; rehabilitate older centers; encourage development of unique retail centers; long-term plan to secure Transient Occupancy Tax producers).
- Business Plans:
 - Roles & responsibilities (property owners; City of Perris; RDA; other community organizations);
 - Market sector task forces
 - Example: Downtown; Industrial; Commercial Tourism;
 - Five-year implementation & marketing plan.
- Other Components:
 - Opportunity sites:
 - Vacant lots on 7th/G – sell as is or assemble larger site;
 - Vacant lot on 8th – sell for development;
 - Vacant lots at south end of 'D' Street – assemble with adjacent lots for potential Rosenow Spevacek Group, Inc., Ms. Rosenow-14 project;
 - Major Infrastructure Needs.

- Approach:
 - Coordinate with General Plan Amendment:
 - Data gathering;
 - Community & stakeholder interface (Council interviews/study session; meetings with major landowners, chamber, realtors, etc);
 - Complete within 6-8 months;
 - Update annually.

Con't. Rosenow Spevacek Group, Inc., Ms. Rosenow's Presentation

Deputy Executive Director Apodaca commented that the City needed to ensure that the City's image and quality of life was not a hindrance to the marketing plan. The General Plan Update was an important tool to decide the future of the Economic Development Strategy Plan.

Deputy Executive Director Apodaca's Comments Re: City's Image/Quality of Life

Community Development Director Gutierrez emphasized that it was critical to coordinate the activities to the General Plan process to achieve both goals to obtain data from the various development groups.

Community Development Director Gutierrez's Comment Re: Coordinate GPA with the Economic Development Strategy Plan

Ms. Rosenow commented on the importance to disburse data/information to Council for feedback. There was the issue of lot sizes, which would have economic impacts in the future.

Rosenow Spevacek Group, Inc., Ms. Rosenow's Comment Re: Data & Economic Impact

Agency Board Member Landers commented that he would not like the City to equate to a warehouse community. The City should strive for more commercial, resale and retail, where tax dollars benefited. The City should focus on the image of the Downtown area and capitalize on vacant lots. Also, the citizens need to be educated in property maintenance in order to raise the standard of living. Recreation should be capitalized upon.

Agency Board Member Landers' Comment Re: Strive for Commercial, Resale, Retail for Tax Dollars

Vice Chairperson Rogers asked what portion of the strategy implemented the marketing.

Vice Chairperson Rogers' Query Re: Marketing

In response, Deputy Executive Director Apodaca said Council would provide feedback, which would be built into the strategy. The City would ensure that the industrial attraction provided would not be hard to meet. The City would ask how much of the industrial development should be accepted; focus on design aspects; and after a point it would not become an adverse impact. Focus on industrial developments' number of jobs provided and design standards.

Deputy Executive Director Apodaca's Response & Comment Re: Industrial Development

Agency Board Member Yarbrough commented on the City's mix of development; examine what development would have the greatest net to the City; identify companies that offer commercial activity and market them.

Agency Board Member Yarbrough's Comment Re: Development with Net Value

Agency Board Member Motte commented on all the City's open space and the opportunity to interconnect them.

Agency Board Member Motte's Comment Re: Open Space

Chairman Busch commented that strategically planned the City could accomplish the various desires. The City should buy adjoining properties; participate with a developer for the Downtown area; explore job balance and emphasized on the importance to set standards was important. He asked for the process.

*Chairman Busch's
Comment Re: Plan
Strategically*

In response, Deputy Executive Director Apodaca said the first step was to approach each Agency Board Member and the major stake holders to receive feedback (visions; opportunities; constraints; focus on immediate impact; and achieve the goals.

*Deputy Executive Director
Apodaca's Response*

Community Development Director Gutierrez commented that the updates on the commercial/industrial codes spoke to the impact on economic development in terms of the upgrade of development standards.

*Community Development
Director Gutierrez's
Comment Re:
Development Standards*

Executive Director Vasquez commented that it was critical that the General Plan process and the Economic Development Strategy Plan were coordinated. The job and housing balances were important.

*Executive Director
Vasquez's Comment Re:
Coordination of GPA &
Economic Development
Strategy Plan*

Community Development Director Gutierrez commented that she would like to set up all day tours of well planned development and poorly planned development. The tour would allow Council to express their input.

*Community Development
Director Gutierrez's
Comment Re:
Development Tour*

There was general discussion in regards to the incorporation of a business retention program; survey provided to the existing businesses for that retention; and to inform other government/private entities that the City was in process of the strategy and planned to emphasize on strict review of Environmental Impact Reports, etc.

General Discussion

5. **ADJOURNMENT:** By unanimous consent the Redevelopment Agency Work Session was adjourned at 5:55 p.m.

*5:55 p.m. Redevelopment
Agency Work Session
Adjourned*

Respectfully Submitted,

Acting Secretary, Gloria V. Ashley