



____ OCEANSIDE CITY CLERK ____
MEMORANDUM

DATE: December 19, 2007

TO: Mayor and Council

FROM: Barbara Riegel Wayne
City Clerk

SUBJECT: **CONSIDERATION OF A RESOLUTION SPECIFYING MEMBERSHIP CATEGORIES FOR THE ECONOMIC DEVELOPMENT COMMISSION**

SYNOPSIS

Per Council direction of November 18, 2007, a resolution is attached containing proposed membership categories for the Economic Development Commission for Council's review and possible adoption.

BACKGROUND

On March 7, 2007, Council approved the addition of a MiraCosta Community College representative to the Arts Commission and Economic Development Commission. On November 7, 2007, Council approved the change in the Economic Development Commission bylaws to have one of the nine regular members specified as a MiraCosta College representative. At their November 14, 2007 meeting and with the appointment of Ric Matthews as the MiraCosta College representative, Council held discussion on the various membership categories suggested for this commission and directed the City Clerk to return in December for Council review and approval of suggested categories.

ANALYSIS

At their meeting of March 20, 1996, the City Council established an Economic Development Commission to replace the existing Economic Development Committee. This commission was created through the adoption of Resolution No. R96-069, in which the membership was listed as nine regular members, two alternate members and two Council liaisons. The members did not need to be residents of the City. At that time, the commission bylaws called for members to represent the following categories: industrial park representative; manufacturer; retailer/wholesaler (business owner); hotel/tourism/restaurant industry representative; real estate; representative in the field of education; and 2 members at large (to be filled by members not falling into the above categories or duplicating those categories).

On April 22, 1998, Council adopted the Economic Development Commission revised bylaws in response to City Council direction on October 22, 1997 based on recommendations by a Council Ad Hoc Committee, which called for standardized bylaws. The new Economic Development Commission bylaws simply stated that the commission membership would consist of 9 regular voting members and 2 alternate members. At that time, the EDC agreed with the Council Ad Hoc Committee regarding the elimination of recruitment categories; however, the accompanying staff report pointed out that a broad representation in membership would be essential to the EDC's success. Therefore, the EDC suggested that Council "keep the following categories of representatives in mind" when appointing members: 1 education; 1 service industry; 1 banking/finance; 1 tourism; 2 manufacturing; 2 real estate/development and 1 general member.

Over the years, the City Clerk Department, tasked with advisory group membership tracking, has attempted to aid in those suggested categories by listing categories on the EDC membership application to assist the Mayor and Council during the appointment process. However, neither the resolution nor the current bylaws contain any reference that members were to represent any categories. Therefore, technically, no membership categories existed.

At their meeting of March 7, 2007, the Council gave direction for a MiraCosta College representative to be included in the membership for the Arts Commission and the EDC. During their discussion, Mayor Wood noted that he did not want an even number of members on either of these commissions, which could lead to a tie vote. Through further discussion, it was clarified and agreed upon that if there were an opening, they would fill one of the vacant positions with the MiraCosta College representative and could later phase in this category.

Therefore, EDC revised their bylaws to include the category of MiraCosta College representative as one of the nine regular members. The bylaws were approved by Council on November 7, 2007. However, the Mayor's recommendation to appoint Ric Matthews, as the MiraCosta College representative, to fill a vacant position on the EDC at the November 17, 2007 meeting, initiated further discussion on categories for this commission.

Council directed the City Clerk to bring back this issue for review of suggested categories. Therefore, a resolution is attached for Council review of possible membership categories for the EDC. These consist of the suggested categories from the 1998 staff report and Council's direction of March 7, 2007.

Please be aware that if designated categories of membership are established, it will limit the opportunities of those who may wish to serve on this Commission.

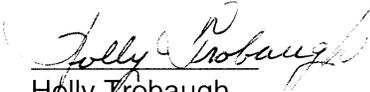
CITY ATTORNEY ANALYSIS

The referenced document has been reviewed by the City Attorney and approved as to form.

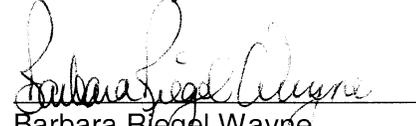
RECOMMENDATION

It is recommended that the City Council review the attached resolution adding membership categories to the EDC and, if in agreement, adopt the resolution.

Prepared by:


Holly Trobaugh
Assistant City Clerk

Submitted by:


Barbara Riegel Wayne
City Clerk

Attachment: Resolution

1 RESOLUTION NO. _____

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE SUPERSEDING RESOLUTION NO. R96-069 TO
4 RE-ESTABLISH THE ECONOMIC DEVELOPMENT
5 COMMISSION OF THE CITY OF OCEANSIDE AND ADD
6 MEMBERSHIP CATEGORIES

7 WHEREAS, Resolution No. R96-069 established an Economic Development
8 Commission of the City of Oceanside in order that the Council be provided with ongoing
9 information and advice regarding opportunities for economic development in the City; and

10 WHEREAS, the City Council desires to retain the Economic Development Commission
11 and recognizes that its membership should have a broad representation for its continued
12 success; and

13 WHEREAS, to ensure a broad representation, the City Council desires to establish
14 categories for members serving on the Economic Development Commission.

15 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

16 SECTION 1. This resolution supersedes Resolution No. R96-069 in its entirety.

17 SECTION 2. Purpose of Commission

18 The Economic Development Commission shall consider and make recommendations to
19 the City Council on the attraction and enhancement of opportunities for economic development
20 within the City of Oceanside.

21 SECTION 3. Membership

22 3.1 The Commission shall consist of nine members, two alternative members, and one
23 non-voting City Council member serving as liaison between the Commission and the City
24 Council.

25 3.2 Members on the Economic Development Commission shall be appointed based
26 on representation of the following categories:

- 27 a. 1 MiraCosta College representative
- 28 b. 1 service industry representative
- c. 1 banking/finance representative
- d. 1 tourism representative

- 1 e. 2 manufacturing representatives
- 2 f. 2 real estate representatives
- 3 g. 1 member at large.

4 3.3 Members of the Commission shall be appointed by the Mayor, subject to the
5 approval of the City Council.

6 3.4 The nine members and two alternate members need not be residents of the City of
7 Oceanside.

8 SECTION 4. Meetings

9 All Commission meetings shall be open to the public and subject to the Ralph M. Brown
10 Act (Government Code §54950 et seq.) and the City Council policies implementing this Act.

11 SECTION 5. Commission Bylaws

12 The Commission shall maintain by-laws, which indicate the membership, purpose and
13 scope of responsibilities and which regulate the conduct of meetings. These bylaws shall be
14 reviewed and adopted by the City Council.

15 SECTION 6. Annual Commission Work Plan

16 The Commission shall submit to the City Council no later than June 30 of each year a
17 work plan indicating specific Commission projects and tasks proposed for each fiscal year (July
18 1 – June 30) to support the purpose and scope of responsibilities of the Commission.

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1 PASSED AND ADOPTED by the City Council of the City of Oceanside, California,
2 this ____ day of _____, 2007, by the following vote:

3 AYES:

4 NAYS:

5 ABSENT:

6 ABSTAIN:

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8 APPROVED AS TO FORM:

MAYOR OF THE CITY OF OCEANSIDE

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10 
CITY ATTORNEY

ATTEST:

CITY CLERK

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25 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OCEANSIDE ESTABLISHING MEMBERSHIP CATEGORIES FOR
26 ECONOMIC DEVELOPMENT COMMISSION
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