ITEM NO. 15

STAFF REPORT

CITY OF OCEANSIDE

DATE: May 13, 2009

TO: Honorable Mayor and City Councilmembers

FROM: Economic and Community Development Department

SUBJECT: **ECONOMIC DEVELOPMENT COMMISSION FY 2009 WORKPLAN**

SYNOPSIS

Staff recommends that the City Council approve the Economic Development Commission 2009 Work Plan.

BACKGROUND

Each year the Economic Development Commission develops its annual work plan of Key Issues. The Key Issues to be reviewed and discussed, and the focus of activities, represent areas that the Commissioners believe have a long term economic impact for the City and can provide key input.

ANALYSIS

The Economic Development Commission Workplan of Key Issues 2009 is a top-level summary that defines the current objectives of the EDC. The Workplan outlines key strategic areas and supporting goals. Together, the strategies and goals provide a framework of guidance for the proceedings of the Economic Development Commission.

FISCAL ANALYSIS

Any items requiring expenditures will be brought separately to the City Council.

CITY ATTORNEY'S ANALYSIS

The City Attorney's analysis does not apply.

COMMITTEE/COMMISSION REPORT

The Commission approved the Workplan at the March 3, 2009, meeting.

RECOMMENDATION

Staff recommends that the City Council approve the Economic Development Commission FY 2009 Workplan.

PREPARED BY:

Jane McVey
Economic & Community
Development Director

SUBMITTED BY:

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Attachment:
Economic Development Commission FY 2009 Work Plan

City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2009

1. **Mission Statement**
"The Goal of the Economic Development Strategic Plan is to increase business interest and investment in the City. The City of Oceanside will build strategic partnerships among business, labor, education, and government that create the opportunity for economic growth through job creation and capital investment."

2. **Composition**
The Economic Development Commission is an 11 member advisory board, comprised of 9 regular and 2 alternate members. The members meet monthly on the first Tuesday of the month at 10:30 am.

Members include: Chairman Howard La Grange, owner of Pacific Turbines; Vice Chair David Morris, of Metro Pacific Bank; immediate past Chair Jim Schroder, commercial property owner and former owner of Marty's Best Western Valley Inn; Kevin Stotmeister, President and CEO of Federal Heath Sign Company; Larry Hatter, formerly of Hatter Williams and Purdy insurance and now of Greenroom Financial a financial planning firm; Jim Spain, Managing Director of Colliers International real estate company; Roger Leonard, Architect; Terry Bryan, Human Resources/EHS Manager, Nitto Denko Technical Corporation; and Tom Nunan, former Sr. V.P. of Suburban Energy Services.

3. **2009 Goals & Tasks**
The Commission has selected to focus on the following Key Issues that influence the long term economic sustainability of the City:

<u>Business Retention</u>
- Enhance the Business Visitation Program through more participation by Economic Development Commissioners and more direct communication with local businesses.

<u>Strategic Planning</u>
- Identify and learn about key issues that impact the City's long term economics and make recommendations.
- Meet with other Commissions, such as the Planning Commission, Water Utilities Commission and Redevelopment Advisory Committee to share information.
- Promote the use of the Economic Sustainability Study's Dashboard as a decision making tool to aid city staff and the City Council in managing city resources

<u>Land Use</u>
- Advocate for the retention and increase of office sites citywide.
- Promote Mira Costa College as a link and an asset to high paying industry clusters.
- Participate in the review of the implementation plans for El Corazon.

Infrastructure

- Provide recommendations to the Water Utilities Commission, staff and City Council on stage 3 allocation of water meters to assure continued economic sustainability.
- Assist in the planning and implementation of the Waterfront Improvement Plan
- Pursue and advocate for gateway enhancement projects
  Oceanside Boulevard
  Vista Way and Highway 101.
  College Boulevard and Barnard Drive.
- Participate in the updating of the Circulation Element.
- Assess impacts of the widening of I-5 and ancillary roads to assure efficiency and quality of design.

Tourism/Hospitality

- Support and assist in the evaluation and review to develop a Beach Resort Hotel with S.D. Malkin Properties.