

**City of Oceanside  
Economic Development Commission  
Work Plan of Key Issues  
2013 & 2014**

**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 to City Council. The members meet quarterly on the second Tuesday of the month at 3:00 PM.

Members include: Jim Schroeder, former owner of Marty’s Best Western Valley Inn and EDC Chair; Ward O’ Doherty, Signator Investors, Inc., and Vice EDC Chair; David Morris, Financial Bank Industry; Howard La Grange, owner of Pacific Turbine Support, a distributor of commercial airplane parts; Al Taccone, Dean of Career and Tech Education, Mira Costa College; Dr. Hugh La Bounty, Past President of University of California Schools; Jim Kasselmann, Senior Plant Director, Gilead Sciences; Jerry Salyer, Owner of Jerry Salyer Insurance & Benefits Management; Josh McFayden, Senior VP/San Diego Region, Colliers International; Leslee Gaul, CEO of Visit Oceanside; Mike Moore, LEED AP of Denmark Enterprises, Inc.

**3. 2013 & 2014 Goals & Tasks**

The Commission has selected to focus on the following Key Issues that influence the long- term economic sustainability of the City:

Business Retention

- Enhance the Business Visitation Program through more participation by Economic Development Commissioners and more direct communication with local businesses.
- Assist staff through participation in trade shows and with local and regional organizations.
- Promote Mira Costa College as a link and an asset to high paying industry clusters.
- Participate on committees and boards to promote Oceanside as a good place to do business.

Business Attraction

- Promote Oceanside as a Biotech/Medtech hub through strategic advertisements and partnerships with existing local biotech companies and develop an action plan to attract new firms to Oceanside.

Strategic Planning

- Engage in a process to promote an identity for North San Diego County and make recommendations.
- 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.
- Evaluate economic opportunities for the City's long term sustainability.
- Review Economic Development Administration Grant documents to assist in implementing new programs or projects outlined in the Comprehensive Economic Development Strategy (CEDS) document.

Land Use

- Advocate for the retention and increase of office sites citywide.
- Participate in the review of the implementation plans for El Corazon.
- Participate in the review of plans for Center City Golf Course.
- Participate with Development Services to develop streamlining processes/procedures.

Tourism/Hospitality

- Evaluate opportunities to increase tourism market share through major events and revenue and job creation opportunities.
- Participate on the VO Board, MainStreet Board and Downtown Advisory Committee as advocates for promoting Oceanside as a tourism destination.