



AGENDA

CITY OF SEASIDE
C-JOBS
COMMISSION ON JOBS,
OPPORTUNITIES
AND BUSINESSES IN SEASIDE

REGULAR MEETING
VIRTUAL ONLY
Monday, October 11, 2021
4:00 PM

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment). All submitted comments will be provided to the Commission for consideration and compiled as part of the record.
- During the meeting via Public Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones (on the phone, press *6). You will have up to 3 minutes to provide your comments, with time set by the discretion of the Chair.

VIRTUAL MEETING ACCESS

This meeting can be watched via the City of Seaside You Tube channel

<https://bit.ly/SeasideYouTube>

Or by joining the Zoom webinar link: <https://us02web.zoom.us/j/89883468025>

Or call in phone number: 669-900-9128

Webinar ID: 898 8346 8025

1. CALL TO ORDER

2. ROLL CALL - ESTABLISHMENT OF QUORUM

Joy Anderson	Chair
Shyam Kamath	Commissioner
Allan Groves	Commissioner
David Rodriguez	Commissioner
Gayle Tier	Commissioner

3. REVIEW OF AGENDA

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

4. PUBLIC COMMENT

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments for on specific agenda items are heard under that item. For the public record, please state your name.

5. BUSINESS ITEMS

A. PRESENTATION FROM TOM WENGLER OF CONVERGENCE, LLC, FOR DEMONSTRATING AND TRAINING STAFF AND COMMISSIONERS ON A BUSINESS RETENTION AND EXPANSION PROGRAM WITH HUBSPOT, A CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE-AS-SERVICE

RECOMMENDATION: Receive presentation

B. APPROVAL OF A LETTER OF SUPPORT FOR THE UPLIFT CENTRAL COAST: SPACE AND AERONAUTICS BUILD BACK BETTER REGIONAL CHALLENGE APPLICATION A MULTI-SECTOR EFFORT ACROSS A SIX-COUNTY REGION ON THE CENTRAL COAST OF CALIFORNIA

RECOMMENDATION: Provide direction to staff to route the draft letter of support to the City Manager's Office and the Mayor's Office for approval.

6. REPORTS FROM COMMISSIONERS

A. HELLODESK VISITATION AND POTENTIAL EXPANSION EFFORTS

B. MONTEREY BAY JAZZ, BLUES AND AMERICAN MUSIC TECHNOLOGY CENTER AND JOBS CREATION

7. REPORTS BY STAFF

A. ITEMS FOR OCTOBER 15TH BUSINESS NEWSLETTER

8. ADJOURNMENT

Next Regularly Scheduled Meeting:
November 8, 2021
4:00 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days

prior to the meeting to allow reasonable arrangements. Agendas are posted at:
<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 5.A.

TO: City Council

BY: Trevin Barber, Assistant to the City Manager - Economic Development Director

DATE: October 11, 2021

SUBJECT: PRESENTATION FROM TOM WENGLER OF CONVERGENCE, LLC, FOR DEMONSTRATING AND TRAINING STAFF AND COMMISSIONERS ON A BUSINESS RETENTION AND EXPANSION PROGRAM WITH HUBSPOT, A CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE-AS-SERVICE

PURPOSE & RECOMMENDATION

Receive presentation

BACKGROUND

ATTACHMENTS

None

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read "R Greathouse", written over a horizontal line.

Roberta Greathouse, Acting City Manager



OFFICE OF THE MAYOR

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October 13, 2021

Maiea Sellers
Area Director
Seattle Regional Office
U.S. Economic Development Administration

915 Second Avenue
Jackson Federal Building, Room 1890
Seattle, WA 98174

Subject: SUPPORT: Uplift Central Coast: Space and Aeronautics Build Back Better Regional Challenge application

Dear Ms. Sellers,

I am writing on behalf of the City of Seaside to lend our enthusiastic support for the **Uplift Central Coast: Space and Aeronautics** Build Back Better Regional Challenge application, a multi-sector effort across a six-county region on the Central Coast of California.

The small businesses in the City of Seaside have been challenged in the past with overcoming the largest military base closure at the time—irrevocably changing the economy and market conditions in which they once thrived. The community as a whole has strived, and in many ways succeeded, in reinventing itself from a military bedroom community to a college and tourist focused community. But this change didn't happen overnight and it still comes with its own unique challenges. Further, Seaside hosts a traditionally underserved population with a minority-majority demographic, and as such, local small businesses were already struggling when the COVID-19 pandemic began. However, being one of the larger cities on the Monterey Peninsula and having experience pivoting during difficult economic situations, the City of Seaside and its small business community is poised to rebound during the economic recovery. The City of Seaside, its Council, its businesses, and its staff stand ready to assist the economic recovery and regional partnership to implement Uplift Central Coast.

The Central Coast region spans the counties of Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz and San Benito—encompassing 2.35 million residents, a population larger than 15 states, and more than 14,000 square miles, a footprint larger than 10 states.

There is both significant need and great opportunity on the Central Coast to uplift our region and our residents into a future of space and aeronautics including next-generation drone development, rocket launch and logistics, electric air taxi innovation and other new and emerging technologies.

The need in our region and for our residents is great. Located between the two major metros of Los Angeles and the San Francisco Bay Area, the Central Coast has historically been underinvested in when it comes to state and federal funding. The region has also been impacted by the global events of climate change, suffering catastrophic fires and mudslides, and by state and federal renewable energy policy, leading to the closure of oil platforms and the impending shutdown of the state's last nuclear power plant representing one of the region's major employers. Against the backdrop of a global pandemic, these events have compounded the far-reaching economic and social impacts of COVID-19 in a region heavily reliant on tourism, agriculture and service-based jobs. Further, our region holds considerably disadvantaged populations and impoverished neighborhoods, evidenced by the nearly 60 percent of our K12 students considered socioeconomically disadvantaged.

This great need is rivaled only by significant opportunity and assets that if appropriately linked and leveraged together hold immense promise to catapult a burgeoning industry sector and create pathways of economic mobility for our region. For example, the commercial space industry is projected to grow to nearly \$3 trillion globally over the next three decades, and we are positioned to reap some of that economic benefit through the anchor of Vandenberg Space Force Base and a commercial space industry eager to utilize this and other assets for job creation and growth. We are also home to some innovation hubs advancing cutting-edge technology in aeronautics such as Naval Base Ventura County, NavalX's Tech Bridge Ventura based at the FATHOMWERX laboratory at the Port of Hueneme, and the Monterey Bay Education, Science and Technology Center, and world-class K12, UC, CSU, and community college public education systems. Each is ready and eager to roll out new opportunities for educating, training and inspiring our next-generation workforce.

The space and aeronautics industry is a strong thread uniting the Central Coast region and offers transformative job opportunities for our residents. We look forward to supporting the Uplift Central Coast Coalition to grow this burgeoning industry cluster that will lift our residents and help them build a better future for their families.

The City of Seaside offers our full support to the Uplift Central Coast Coalition in this collaborative endeavor to offer new opportunities for the Central Coast to build back better.

Sincerely,

[Signature]

Name

Title

City of Seaside