



## AGENDA

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

REGULAR MEETING  
440 HARCOURT AVE, CONFERENCE ROOM  
Monday, March 14, 2022  
  
4:00 PM

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**NOTICE:** *The City Council and the City's Boards, Commissions and Committees will hold its public meetings in person, with a virtual option for public participation based on availability. The City of Seaside utilizes Zoom tele-conferencing technology for virtual public participation; however, we make no representation or warranty of any kind, regarding the adequacy, reliability or availability of the use of this platform in this manner. Participation by members of public through this means is at their own risk.*

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## VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS

1. To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
2. To participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://us02web.zoom.us/j/89883468025>  
**WEBINAR ID:** 898 8346 8025
3. To participate by phone: Please call (669) 900-9128  
Enter the meeting ID 898 8346 8025 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
4. To make public comment, the following options are available:
  - Before the Meeting via Email: Written comments can be emailed to [hmatchulat@ci.seaside.ca.us](mailto:hmatchulat@ci.seaside.ca.us) Include the following subject line: "Public Comment Item #\_\_\_" (insert the agenda item number relevant to your comment). Written comments must be received by 2:00 p.m. on the day of the meeting.
  - During the Meeting via Oral 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.

## IN PERSON PARTICIPATION INSTRUCTIONS

Members of the public participating in person and wishing to address the City Council may approach the podium when the Chair calls for public comment.

**1. CALL TO ORDER**

**2. 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).*

**3. 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. Comments on specific agenda items are heard under that item. For the public record, please state your name.*

**4. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FROM SEPTEMBER 13, 2021, JANUARY 10, 2022 AND FEBRUARY 14, 2022.**

**5. BUSINESS ITEMS**

**A. REVIEW AND APPROVE CJOBS STRATEGIC PLAN FOR 2022-2025 AND ANNUAL WORK PLAN FOR FISCAL YEAR 2023**

**RECOMMENDATION:** Receive report and provide direction to staff

**B. APPROVE APPOINTMENT OF THE CHAIR, OR HER DESIGNEE, AS A REPRESENTATIVE OF THE COMMISSION TO ATTEND THE CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC DEVELOPMENT'S ANNUAL CONFERENCE**

**RECOMMENDATION:** Appoint the Chair, or her designee, to attend the Annual CALED Conference.

**6. REPORTS FROM COMMISSIONERS**

**7. REPORTS BY STAFF**

**A. FLIP SEASIDE UPDATE**

**B. MONTEREY COUNTY AMERICAN RESCUE PLAN ACT UPDATE**

**8. ADJOURNMENT**

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<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.



**DRAFT MINUTES**  
CITY OF SEASIDE  
COMMISSION ON JOBS,  
OPPORTUNITIES AND  
BUSINESSES IN SEASIDE

REGULAR MEETING  
VIRTUAL ONLY  
Monday, September 13, 2021  
4:00 PM

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**1. CALL TO ORDER**

Chair Anderson called the meeting to order at 4:00 p.m.

**2. ROLL CALL - ESTABLISHMENT OF QUORUM**

PRESENT: Anderson, Kamath, Groves, Tier, Rodriguez  
ABSENT: None

**3. PUBLIC COMMENT**

None

Commissioner Kamath asked that the Commission consider re-visiting an item from a previous agenda in which discussion was not complete, if time allowed.

**4. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FROM AUGUST 9, 2021**

*On motion by Commissioner Groves and second by Commissioner Tier and carried by the following roll call vote, CJOBS moved to approve the minutes from August 9, 2021.*

*RESULT: 5-0-0-0*

*AYES: Anderson, Kamath, Groves, Tier, Rodriguez*

*NOES: None*

*ABSTAIN: None*

*ABSENT: None*

***ACTION: Approved***

**5. BUSINESS ITEMS**

**A. RECOMMEND POTENTIAL ITEMS FOR THE SEPTEMBER 17TH BUSINESS NEWSLETTER**

Assistant City Manager, Trevin Barber invited Commissioners to recommend topics or provide copy for the upcoming newsletter. The Commission accept the report.

**B. PROVIDE THE COMMISSION WITH A DRAFT "FY22 C-JOBS WORKPLAN" BASED ON COMMISSIONER'S INPUT SINCE THE LAST MEETING**

The Commission discussed and considered the draft work plan and provided recommendations for staff to finalize and will return to a future meeting to adopt.

**C. REVIEW AND APPROVE DRAFT POLICIES AND PROCEDURES FOR THE STOREFRONT IMPROVEMENT PROGRAM ENTITLED "FLIP SEASIDE" (FACADE LOCAL IMPROVEMENT PROGRAM SEASIDE)**

Mr. Barber reviewed and referred to the Storefront Improvement Program for Fiscal Year 2021-2022 (FY22) to the City Council for adoption. The proposed program would provide a 75% matching grant, up to \$7,500 for projects over \$10,000, to help fund minor improvements such as awnings, paint, windows, doors, signs, murals, barriers for COVID-19 readiness, and other minor improvements.

*On motion by Commissioner Kamath and second by Commissioner Groves and carried by the following roll call vote, CJOBS moved to approve the draft policies and procedures for the Storefront Improvement Program entitled "FLIP Seaside".*

*RESULT: 5-0-0-0*

*AYES: Anderson, Kamath, Groves, Tier, Rodriguez*

*NOES: None*

*ABSTAIN: None*

*ABSENT: None*

**6. ADJOURNMENT**

With no further business, the meeting adjourned at 5:08 p.m.

**Respectfully submitted,**

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**Dominique L. Davis, City Clerk**

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**Joy Anderson, Chair**



## **DRAFT MINUTES**

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

SPECIAL MEETING  
VIRTUAL ONLY  
Monday, January 10, 2022  
2:00 PM

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### **1. CALL TO ORDER**

Chair Anderson called the meeting order at 2:01 p.m.

PRESENT: Anderson, Coggin, Kamath, Rodriguez

ABSENT: Groves

### **2. 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).*

None

### **3. 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. Comments on specific agenda items are heard under that item. For the public record, please state your name.*

None

### **4. BUSINESS ITEMS**

#### **A. STRATEGIC PLAN RETREAT**

CJOBS is in the midst of developing a commission work plan that will guide and prioritize action steps for the year. The CJOBS Strategic Plan Retreat for 2022 is intended to provide a valuable foundation of ideas from which commissioners can build their work plan.

This document summarizes the accomplishments of CJOBS in 2021, highlights the ongoing development projects in Seaside, provides a general overview of economic development guiding principles, and lists some tangible examples of specific economic development inducements. It is staff's hope that providing examples of economic development programs will spark an idea for CJOBS commissioners that they can use in discussions during the retreat.

Commissioner Kamath introduced the facilitator, Pat Tinsley McGill.

### **5. ADJOURNMENT**

With no further business, the meeting adjourned at 5:01 p.m.

**Respectfully submitted,**

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**Dominique L. Davis, City Clerk**

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**Joy Anderson, Chair**



**DRAFT MINUTES**  
CITY OF SEASIDE  
C-JOBS COMMISSION ON JOBS,  
OPPORTUNITIES & BUSINESSES  
IN SEASIDE

REGULAR MEETING  
VIRTUAL ONLY  
Monday, February 14, 2022  
3:00 PM

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**1. CALL TO ORDER**

Chair Anderson called the meeting to order at 3:04 p.m.

**2. ROLL CALL**

Present: Anderson, Coggin, Groves, Kamath, Kumar, Rodriguez, Valdez  
Absent: Watts

**3. 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. Comments on specific agenda items are heard under that item. For the public record, please state your name.*

**4. COMMISSION MEMBER INTRODUCTIONS**

Commissioners provided their introductions.

**5. ELECTION OF OFFICERS**

Chair Anderson introduced the item and called for nominations and a motion for the item.

**A. NOMINATION AND ELECTION OF CHAIR AND VICE CHAIR FOR A ONE-YEAR TERM**

**RECOMMENDATION:** Hold an election of Chair and Vice Chair in accordance to the directions in the City's Boards, Commissions and Committees Handbook adopted by the City Council.

*On motion by Commissioner Groves and second by Commissioner Valdez and carried by the following roll call vote, the Commission moved to elect Joy Anderson to serve as Chair and Shyam Kamath to serve as Vice-Chair.*

*Result: 7-0-0-1*

*AYES: Anderson, Coggin, Groves, Kamath, Kumar, Rodriguez, Valdez*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Watts*

***Action: Election of Chair (Joy Anderson) and Vice Chair (Shyam Kamath)***

**6. APPROVAL OF MINUTES**

None

**7. BUSINESS ITEMS**

**A. STRATEGIC PLAN RETREAT (CONTINUED)**

**RECOMMENDATION:** CJOBS is in the midst of developing a commission work plan that will guide and prioritize action steps for the year. The CJOBS Strategic Plan Retreat for 2022 is intended to provide a valuable foundation of ideas from which commissioners can build their work plan. Led by Patsy Tinsley McGill of Strategy Steward, CJOBS held the first part of the retreat virtually on January 10, 2022, and is now continuing the retreat topics on February 14. The January 10 meeting recording may be accessed on the City's YouTube Channel:

<https://www.youtube.com/watch?v=dvEj1cxS3Ow&t=10171s..>

The Agenda for tonight's continued strategic planning retreat is as follows:

1. Introduction and Review of Strategic Priorities – 10 minutes
2. Finalization of Work Plan - 45 minutes
3. Next Steps - 5 minutes

Staff has attached the same staff report from the previous strategic retreat along with some additional content: Attached is the .pdf slide deck of the January 10 C-JOBS Strategic Planning Retreat, which includes the content covered and the outcomes of the SWOT and Strategic Priorities brainstorming activities. We will be aligning our work from January 10 with the '5-Year Economic Development Strategy Possible Areas of Focus' and with the Possible Key Projects from that document as we develop the work plan for this year.

**8. REPORTS FROM COMMITTEE MEMBERS**

None

**9. REPORTS FROM STAFF**

None

**10. ADJOURNMENT**

With no further business, the meeting adjourned at 4:59 p.m.

**Respectfully submitted,**

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**Dominique L. Davis, City Clerk**

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**Joy Anderson, Chair**



**CITY OF SEASIDE  
STAFF REPORT**

**Item No.:5.A.**

**TO:** C-JOBS

**BY:** Trevin Barber, Assistant City Manager

**DATE:** March 14, 2022

**SUBJECT:** **REVIEW AND APPROVE CJOBS STRAGEIC PLAN  
FOR 2022-2025 AND ANNUAL WORK PLAN FOR  
FISCAL YEAR 2023**

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**PURPOSE**

Receive report and provide direction to staff

**BACKGROUND**

CJOBS is in the midst of developing a commission work plan that will guide and prioritize action steps for the year. The CJOBS Strategic Plan Retreat for 2022 provided a valuable foundation of ideas from which commissioners could build their work plan. Led by Patsy Tinsley McGill of Strategy ouldSteward, CJOBS held the first part of the retreat virtually on January 10, 2022, and continued the event on February 14, 2022.

CJOBS is returning tonight to review the final work product of the Strategic Plan retreat, discuss final comments and amendments, and then approve the Strategic Plan for 2022-2025 and Work Plan for 2023.

**FISCAL IMPACT**

N/A

**ATTACHMENTS**

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# C-Jobs Commission

2022-2023  
WORK  
PLAN



# C-Jobs Commission

## Members Appointed When Adopted

Joy Anderson – Chair

Sharon Coggin

Allan Groves

Shyam Kamath – Vice Chair

Avneesh Kumar

David Rodriguez

Alfredo Valdez Junior

Ruthie Watts

## Staff Liaisons

Trevin Barber, Assistant City Manager and Economic  
Development Director, City of Seaside

Commission Secretary – Heather Matchulat, Administrative  
Assistant, City of Seaside

# Vision Statement

Seaside is a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities.

# Mission Statement

\*Include \* Innovate \* Inspire

# Historical Background

In 2016, the City had adopted an ordinance creating an Economic Development Commission. Due to staffing challenges and other concerns, the Commission was never fully functional and was discontinued. As Seaside began offering more citizen involvement in areas of policy development and implementation—the City Council desired to see more input into the development of our strong regional economy. The Council re-established a commission that focuses on job creation, economic viability, and the health and success of our local businesses on September 05, 2019, aptly named the Commission on Jobs, Opportunities, and Businesses (C-JOBS) in Seaside.

# Charge of the Commission

C- JOBS shall provide recommendations to the City Council on policies, programs, and projects, which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside. The primary advisory functions are generally divided into four advisory services:

1. Economic and Business Development,
2. Business Communication,
3. Business Attraction, and
4. Business Retention and Expansion.

While C-JOBS shall not have purview over land use, zoning or architectural matters under the responsibility of the Planning Commission, Board of Architectural Review, or Zoning Administrator, it may advocate for and recommend economic development projects to the City Council as it shall determine.

# Guiding Principles

The following principles shall guide the C-Jobs' strategic plan and strategic priorities:

1. Foster a diverse economy
2. Maintain and enhance Seaside's fiscal vitality
3. Strengthen regional destination for arts and entertainment
4. Enhance the quality of life (e.g. affordable housing,  
high quality public spaces)
5. Maintain and enhance Seaside's vibrant downtown  
core

# Fiscal Year 2022-2023 Work Plan

- Explore and establish ONE-STOP Business Office by January 1, 2023.
- Have C-Jobs Commissioners to each liaise with 3-5 regional business organizations and associations by start of 2023.
- Develop SBIP Development and Launch Plan by December 31, 2022.
- Identify key initiative areas through Commissioners by December 31, 2022.
- Finalize Transportation & Mobility Initiative (T&MI) Development Plan by June 30, 2023.
- Contact Arts, Music & Entertainment Technology (AMET) and Sports Entertainment Performance (SEP) Center organizers and identify key priorities, funding sources and timeline by March 15, 2023.
- Contact Monterey Bay Ecotourism, Eco-recreation and Wellness Region (MBETR) organizers and identify key priorities, funding sources and timeline by June 30, 2023
- Disseminate SBIP info through business chambers etc. to stakeholders by December 31, 2022.
- Collaborate and deploy Seaside ambassadors and business walks by June 30, 2023.

# 2022-2025

## SEASIDE C-JOBS COMMISSION STRATEGIC PLAN



## **Vision**

Seaside is a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities.

## **Mission**

Include \* Innovate \* Inspire

## **Historic Background**

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## **Guiding Principles**

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3. Strengthen regional destination for arts and entertainment
4. Enhance the quality of life (e.g. affordable housing, high quality public spaces)
5. Maintain and enhance Seaside's vibrant downtown core

## **C-Jobs Commission Members (as of February 15, 2022)**

Joy Anderson – Chair

Sharon Coggin

Allan Groves

Shyam Kamath – Vice Chair

Avneesh Kumar

David Rodriguez

Alfredo Valdez Junior

Ruthie Watts

Staff Liaison – Trevin Barber, Assistant City Manager and Economic Development Director, City of Seaside  
Commission Assistant – Heather Matchulat, Administrative Assistant, City of Seaside

## Strength-Weakness-Opportunity-Threat (SWOT) Analysis

The C-JOBS Commission identified the following internal strengths and weaknesses of the city, opportunities the city can exploit, and external threats the city faces:

| <b>STRENGTHS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>WEAKNESSES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"><li>1. Diverse population demographics and workforce with young service skillset</li><li>2. Major university and proximate colleges providing workforce and skills, with programs oriented toward business needs</li><li>3. Strategic location (and space) and environmental assets (e.g. Fort Ord and Monterey Bay Marine Sanctuary) with proximity to marine, health care, and other research assets</li><li>4. Openness to change and pool of entrepreneurs (especially Hispanic) with attractiveness to small business</li><li>5. Financial strength and financial reserves of city with talented staff and leadership for availing grant and other funding opportunities</li></ol> | <ol style="list-style-type: none"><li>1. Lack of diversified industries and services with resulting small tax base as well as the lack of industrial or service clusters (e.g. food services, high tech, healthcare, etc.) with the exception of the Auto Mall</li><li>2. Lack of trained skilled workforce with exception of university and college graduates who typically leave the region</li><li>3. Perception of lack of safety in the city</li><li>4. Weak and underdeveloped marketing of city's assets and strengths</li><li>5. Slow and clumsy Fort Ord redevelopment process, as well as regional processes for new businesses and economic development initiatives</li></ol> |
| <b>OPPORTUNITIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>THREATS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ol style="list-style-type: none"><li>1. Opportunity presented by COVID with workforce freedom of location and associated Gen Y and Z focus on environment and nature [green businesses]</li><li>2. Funding opportunities, including special redevelopment funding advantage due to prior economic development opportunity zone [brownfield/in-fill]</li></ol>                                                                                                                                                                                                                                                                                                                                                            | <ol style="list-style-type: none"><li>1. Time sensitive nature of many opportunities and need to overcome historically slow reaction time and bureaucratic/social opposition culture</li><li>2. Regional competition from other Monterey Bay Region cities (e.g. Marina, Salinas, Sand City etc.)</li><li>3. Water issues and conflicts</li><li>4. Opposition to economic and business development by special interest groups and community groups</li></ol>                                                                                                                                                                                                                             |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3. Business and social development and funding opportunities around planned greenfield development (Seaside East)</p> <p>4. Economic development and vitality opportunities around:</p> <p>a. Regional health needs to be met with new technologies (ICT, wellness, synthetic biology, automation etc.) and related services (wellness, physiometric, eco-recreation, ecotourism, etc.)</p> <p>b. Attracting service businesses around DART, robotics and automation tech, JOBY, etc.)</p> <p>c. Collaboration with auto mall to move into electric vehicles and modernize retail and related tech education and training</p> <p>d. Regional marine focus and proximate educational resources. research institutions and institutes</p> <p>e. Main entrance of Fort Ord National Monument development opportunity (County controlled and BLM managed) and sparking the Monterey Bay Ecotourism, Eco-recreation &amp; Wellness Region (MBETR)</p> <p>f. Education and visitor experience enhancement opportunity (Welcome Center) around Fort Ord's history and environmental assets</p> | <p>5. Language and cultural barriers in communicating with key stakeholder groups and consequent non-participation of these groups</p> <p>6. Inflation and increases in the cost of living (a relative advantage)</p> <p>7. Lack of affordable housing for working population</p> |
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## Strategic Plan

The strategic priorities of the C-Jobs Commission in the four strategic advisory areas:

- Provide the bridge between the vision of the city and the annual goals/key projects needed to achieve it,
- Break down the vision into manageable and actionable areas of focus, and
- Are supported by key projects/goal statements to be achieved in the coming year(s).

| STRATEGIC ADVISORY SERVICE AREAS                                      | STRATEGIC PRIORITY #                                                                                                                                                                                                                                                                                                                                           | KEY PROJECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | METRICS (to be achieved by AY 2024-25)                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRATEGIC ADVISORY SERVICE AREA #1: Economic and Business Development | 1.1 Develop and launch a Small Business Innovation Park (SBIP) to catalyze economic and business development with three foci:<br>- Products and services (e.g. healthcare, mobility [Auto Mall, DART, JOBY], food and beverage, retail etc.)<br>- Information and Communication Technology (ICT) and light manufacturing<br>-Cybersecurity and blockchain<br>- | <p>1.1.1 Rework public processes to be more business friendly and efficient (CROSSES ALL KEY PROJECTS).</p> <p>1.1.2. Assign C-Jobs Commissioners to various regional business organizations and associations (CROSSES ALL KEY PROJECTS) to seek inputs, forge collaborations and seek funding/resources for the SBIP:</p> <ul style="list-style-type: none"> <li>o CSUMB Institute of Innovation &amp; Economic Development (iiED)</li> <li>o Monterey County Convention and Visitors Bureau</li> <li>o Monterey County Hospitality Associate</li> <li>o Monterey County Workforce Investment Board</li> <li>o Cal Coastal SBDC</li> <li>o California Coastal Rural Development Corporation</li> <li>o Monterey Bay Economic Partnership</li> <li>o Monterey County Business Council</li> <li>o Monterey Peninsula Chamber of Commerce</li> <li>o Central Coast Community Energy</li> <li>o Auto Mall Dealerships</li> <li>o Downtown Seaside (Broadway Businesses)</li> <li>o Community Foundation</li> <li>o California State University Monterey Bay</li> <li>o Monterey Peninsula College</li> <li>o Hartnell College</li> <li>o Monterey Institute of International Studies</li> <li>o Monterey/Santa Cruz Building &amp; Construction Trades Council</li> <li>o Monterey Bay Air Resources District</li> <li>o Monterey County Water Resources Agency</li> <li>o Santa Cruz Works</li> <li>o Junior Achievement of Northern California</li> <li>o Arts Council of Monterey County</li> </ul> <p>1.1.3. Conduct a feasibility study to establish the need, constituent components and viability of the SBIP.</p> <p>1.1.4. Develop a SBIP Development and Launch Plan (location, funding, business/entrepreneur recruitment, etc.).</p> | <p>1.1.1. Explore and establish ONE-STOP Business Office by January 1, 2023.</p> <p>1.1.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.</p> <p>1.1.3. Have C-Jobs Commissioners each liaise with 3-5 regional business organizations and associations by start of 2023</p> <p>1.1.4 Complete SBIP Feasibility Study by June 30, 2022.</p> <p>1.1.5 Develop SBIP Development and Launch Plan by December 31, 2022.</p> |

| STRATEGIC<br>ADVISORY SERVICE<br>AREAS | STRATEGIC<br>PRIORITY #                                                                                                                                                                | KEY PROJECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | METRICS<br>(to be achieved by AY 2024-25)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                        | 1.2 Develop and support manufacturing and services in transportation and mobility (Transportation & Mobility Initiative – T&MI) including electric vehicles with the Seaside Auto Mall | 1.2.1. Rework public processes to be more business friendly and efficient (CROSSES ALL KEY PROJECTS).<br>1.2.2. Assign C-Jobs Commissioners to various regional business organizations and associations (CROSSES ALL KEY PROJECTS) to seek inputs, forge collaborations and seek funding/resources for the initiative (see list in 1.1.2.).<br>1.2.3. Identify key initiative areas through C-Jobs Commissioners' seeking input from key regional business organizations and associations.<br>1.2.4. Develop and finalize T&MI Development Plan for determining priority projects, key development agencies, funding and timeline.                                                                                                                         | 1.2.1. Explore and establish ONE-STOP Business Office by January 1, 2023.<br>1.2.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.<br>1.2.3. Identify key initiative areas through Commissioners by December 31, 2022.<br>1.2.4. Finalize T&MI Development Plan by June 30, 2023.                                                                                                                                                                                |
|                                        | 1.3 Develop and launch an Arts, Music and Entertainment Technology Center (AMET Center) and/or Sports and Entertainment Performance Center (SEP Center)                                | 1.3.1. Rework public processes to be more business friendly and efficient (CROSSES ALL KEY PROJECTS).<br>1.3.2. Assign C-Jobs Commissioners to various regional business organizations and associations (CROSSES ALL KEY PROJECTS) to seek inputs, forge collaborations and seek funding/resources for the initiative (see list in 1.1.2.).<br>1.3.3. Commissioners reach out to AMET Center contacts and establish priorities, funding sources and timeline.<br>1.3.4. Commissioners reach out to SEP Center contacts and establish priorities, funding sources and timeline.<br>1.3.5. Develop plan for determining priority projects among AMET and SEP Centers (or both) in terms of location, funding, city services, implementing organizations etc. | 1.3.1. Explore and establish ONE-STOP Business Office by January 1, 2023.<br>1.3.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.<br>1.3.3. Contact AMET Center organizers and identify key priorities, funding sources and timeline by March 15, 2023.<br>1.3.4. Contact SEP Center organizers and identify key priorities, funding sources and timeline by March 15, 2023.<br>1.3.5. Finalize AMET/SEP Center plans for detailed planning by January 1, 2024. |
|                                        | 1.4 Develop and launch Monterey Bay Ecotourism, Eco-Recreation and Wellness Region (MBETR) in collaboration with Monterey Bay cities and development organizations.                    | 1.4.1. Rework public processes to be more business friendly and efficient (CROSSES ALL KEY PROJECTS).<br>1.4.2. Assign C-Jobs Commissioners to various regional business organizations and associations (CROSSES ALL KEY PROJECTS) to seek inputs, forge collaborations and seek funding/resources for the initiative (see list in 1.1.2.).<br>1.4.3. Have Commissioners reach out to MBETR contacts to inform on importance and establish priorities, funding, timeline.<br>1.4.4. Develop MBETR plan for determining priority projects among options in terms of location, funding, city services, etc.<br>1.4.5. Transform Main Gate, Campus Town, Golf Course, Senior Living projects to conform with MBETR initiative.                                | 1.4.1. Explore and establish ONE-STOP Business Office by January 1, 2023.<br>1.4.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.<br>1.4.3. Contact MBETR organizers and identify key priorities, funding sources and timeline by June 30, 2023.<br>1.4.4. Finalize MBETR plans for detailed planning by March 15, 2024.<br>1.4.5. Align Main Gate, Campus Town etc. projects to MBETR by June 30, 2024.                                                        |

| STRATEGIC ADVISORY SERVICE AREAS                           | STRATEGIC PRIORITY #                                              | KEY PROJECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | METRICS (to be achieved by AY 2024-25)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                            | 1.5 Develop and launch a Healthcare and Wellness Initiative (HWI) | <p>1.5.1. Rework public processes to be more business friendly and efficient (CROSSES ALL KEY PROJECTS).</p> <p>1.5.2. Assign C-Jobs Commissioners to various regional business organizations and associations (CROSSES ALL KEY PROJECTS) to seek inputs, forge collaborations and seek funding/resources for the initiative (see list in 1.1.2.).</p> <p>1.5.3. Have Commissioners reach out to SVMH and Montage Health to explore their plans to establish Blue Zones and Wellness Hubs to bring them to Seaside.</p> <p>1.5.4. Prioritize regional healthcare and wellness needs to be met with HWI new technologies and services (Blue Zone centers, eco-tourism, eco-recreation, physiometric, wellness etc.) and integrate with MBETR initiative.</p> <p>1.5.5. Develop plan for determining priority Health and Wellness Initiative projects in terms of location, funding, city services, etc.</p>                                                                                                                                                      | <p>1.5.1. Establish ONE-STOP Business Office by January 1, 2023.</p> <p>1.5.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.</p> <p>1.5.3. Contact SVMH and MH Blue Zone and Wellness Hubs principals and identify key priorities, funding sources and timeline by January 1, 2024.</p> <p>1.5.4. Finalize HWI plans for detailed planning by June 30, 2024.</p> <p>1.5.5. Align and integrate HWI projects to MBETR by January 1, 2025.</p> <p>1.5.6. Establish Blue Zones Center and Wellness Hubs in Seaside by June 30, 2025.</p>                                                                                                   |
| STRATEGIC ADVISORY SERVICE AREA #2: Business Communication | 2.1. Strategic Priority #1 (SBIP)                                 | <p>2.1.1. Contact and engage potential SBIP partners ((e.g. iiED, Santa Cruz Works, Western Growers Agtech Innovation Center etc.) to form partnerships and communicate SBIP partnership project to Monterey Bay community.</p> <p>2.1.2. Seek grant funding (EDA, DOE, GOBIZ etc.) funding for SBIP with SBIP partners.</p> <p>2.1.3. Develop and disseminate SBIP Marketing and Communication Plan to all partners and stakeholders.</p> <p>2.1.4. Leverage Business Chambers, other partner organizations, city newsletter, etc. to push SBIP info to entrepreneurs and businesses/non-profits.</p> <p>2.1.5. Collaborate, coordinate and deploy business ambassador(s) and business walks for in-person visits and contact with businesses and organizational leaders.</p> <p>2.1.6. Create Communication Contact inventory for all projects (Hubspot)</p> <p>2.1.7. Create Asset Inventory of City of Seaside (expand business license list to include natural, physical, human capital and financial assets using Hubspot or other CRM/SQL database).</p> | <p>2.1.1. Explore and formalize partnerships with iiED/Santa Cruz Works for SBIP partnership by March 1, 2022.</p> <p>2.1.2. Complete EDA grant application (with iiED/Santa Cruz Works) by March 30, 2022.</p> <p>2.1.3. Complete and disseminate SBIP Marketing &amp; Communications Plan by June 30, 2022.</p> <p>2.1.4. Disseminate SBIP info through business chambers etc. to stakeholders by December 31, 2022.</p> <p>2.1.5. Collaborate and deploy Seaside ambassadors and business walks by June 30, 2023.</p> <p>2.1.6. Deploy Hubspot by September 30, 2022 for Communication Contact Inventory.</p> <p>2.1.7. Commission and create Seaside Asset Inventory by December 31, 2023.</p> |

| STRATEGIC ADVISORY SERVICE AREAS                        | STRATEGIC PRIORITY #                         | KEY PROJECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | METRICS (to be achieved by AY 2024-25)                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                         |                                              | 2.1.8. Re-launch the business communication newsletter with multiple languages and develop capability for economic developments services in Spanish and other languages.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Relaunch business communication letter in Spanish by December 31, 2022 and other languages by June 30, 2023.                                                                                                                                                                                                                                                                                 |
|                                                         | 2.2 Strategic Priority #2 (T&M Initiative)   | To Be Determined (TBD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 2.3 Strategic Priority #3 (AMET/SEP Center)  | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 2.4 Strategic Priority #4 (MBETR Initiative) | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 2.5 Strategic Priority #5 (HWI)              | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
| STRATEGIC ADVISORY SERVICE AREA #3: Business Attraction | 3.1 Strategic Priority #1 (SBIP)             | 3.1.1. Collaborate with and support Central Coast Marketing Team and the City of Seaside staff to market Seaside as business- friendly community and benefits of SBIP.<br>3.1.2. Assess the feasibility of remote jobs program as virtual and physical component of SBIP and implement if possible.<br>3.1.3. Assess the feasibility of a Visitors Bureau satellite office on Broadway Avenue and implement if possible<br>3.1.4. Support the Economic and Community Planning efforts for the former Fort Ord lands and infill including Campus Town, Seaside East, Main Gate, and West Broadway Urban Village to create new inventory to host new businesses in SBIP and beyond.. | 3.1.1. Develop and implement CCMT and COS marketing and communication plan for SBIP by December 31, 2022.<br>3.1.2. Assess Remote Jobs program feasibility by June 30, 2022.<br>3.1.3. Assess Visitor's Bureau feasibility by December 31, 2022.<br>3.1.4. Assist and support ECP efforts for the former Fort Ord lands and infill for Campus Town. Seaside East etc. through June 30, 2025. |
|                                                         | 3.2 Strategic Priority #2 (T&M Initiative)   | To Be Determined (TBD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 3.3 Strategic Priority #3 (AMET/SEP Center)  | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 3.4 Strategic Priority #4 (MBETR Initiative) | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                         | 3.5 Strategic Priority #5 (HWI)              | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TBD                                                                                                                                                                                                                                                                                                                                                                                          |

| STRATEGIC ADVISORY SERVICE AREAS                                     | STRATEGIC PRIORITY #                         | KEY PROJECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | METRICS (to be achieved by AY 2024-25)                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRATEGIC ADVISORY SERVICE AREA #4: Business Retention and Expansion | 4.1 Strategic Priority #1 (SBIP).            | 4.1.1 Streamline business retention, support services and business expansion facilitation processes for SBIP and beyond.<br>4.1.2 Explore ONE-STOP Business Office to attract, retain, and expand businesses in SBIP and Seaside generally.<br>4.1.3 Collect more testimonials from broad spectrum of existing businesses for SBIP and for business attraction, retention and expansion over time.<br>4.1.4. Develop annual small business & startup workshop calendar with Cal Costal SBDC and iiED, with a focus on teaching, assisting, and coaching local small businesses/startups.<br>4.1.5. Coordinate efforts to develop a Seaside Business Association and Seaside Hispanic Business Association | 4.1.1. Explore and establish ONE-STOP Business Office by January 1, 2023.<br>4.1.2. Reduce business/non-profit license approval and location process to one week process by January 1, 2024.<br>4.1.3. Complete testimonial project by September 30, 2022.<br>4.1.4. Finalize SBDC and iiED workshop calendar by December 31, 2022.<br>4.1.5. Coordinate and help in launching Seaside Business Association and Seaside Hispanic Biz Association by June 30, 2023. |
|                                                                      | 4.2 Strategic Priority #2 (T&M Initiative)   | To Be Determined (TBD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                      | 4.3 Strategic Priority #3 (AMET/SEP Center)  | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                      | 4.4 Strategic Priority #4 (MBETR Initiative) | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                      | 4.5 Strategic Priority #5 (HWI)              | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TBD                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

# C-Jobs Commission

2021-2022  
WORK  
PLAN



# C-Jobs Commission

## Members Appointed When Adopted

Joy Anderson – Chair

Sharon Coggin

Allan Groves

Shyam Kamath – Vice Chair

Avneesh Kumar

David Rodriguez

Alfredo Valdez Junior

Ruthie Watts

## Staff Liaisons

Trevin Barber, Assistant to the City Manager and Economic Development Director, City of Seaside  
Commission Secretary – Dominique Davis, City Clerk, City of Seaside

# Vision Statement

Seaside is a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities.

# Mission Statement

\*Include \* Innovate \* Inspire

# Historical Background

In 2016, the City had adopted an ordinance creating an Economic Development Commission. Due to staffing challenges and other concerns, the Commission was never fully functional and was discontinued. As Seaside began offering more citizen involvement in areas of policy development and implementation—the City Council desired to see more input into the development of our strong regional economy. The Council re-established a commission that focuses on job creation, economic viability, and the health and success of our local businesses on September 05, 2019, aptly named the Commission on Jobs, Opportunities, and Businesses (C-JOBS) in Seaside.

# Charge of the Commission

C- JOBS shall provide recommendations to the City Council on policies, programs, and projects, which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside. The primary advisory functions are generally divided into four advisory services:

1. Economic and Business Development,
2. Business Communication,
3. Business Attraction, and
4. Business Retention and Expansion.

While C-JOBS shall not have purview over land use, zoning or architectural matters under the responsibility of the Planning Commission, Board of Architectural Review, or Zoning Administrator, it may advocate for and recommend economic development projects to the City Council as it shall determine.

# Guiding Principles

The following principles shall guide the C-Jobs' strategic plan and strategic priorities:

1. Foster a diverse economy
2. Maintain and enhance Seaside's fiscal vitality
3. Strengthen regional destination for arts and entertainment
4. Enhance the quality of life (e.g. affordable housing, high quality public spaces)
5. Maintain and enhance Seaside's vibrant downtown core

# Fiscal Year 2021-2022 Work

## Plan

- Initiate rework of City of Seaside business and public processes to be more business/community friendly and efficient.
- Assign C-Jobs Commissioners to regional business organizations & associations by March 15, 2022.
- Initiate and complete Small Business Incubator Park (SBIP) Feasibility Study by June 30, 2022.
- Complete EDA grant application (with iiED/Santa Cruz Works) by March 30, 2022.
- Complete and disseminate SBIP Marketing & Communications Plan by June 30, 2022.
- Assess Remote Jobs Program feasibility by June 30, 2022.



## **CITY OF SEASIDE STAFF REPORT**

**Item No.: 5.B.**

**TO:** C-JOBS

**BY:** Trevin Barber, Assistant City Manager

**DATE:** March 14, 2022

**SUBJECT: APPROVE APPOINTMENT OF THE CHAIR, OR HER DESIGNEE,  
AS A REPRESENTATIVE OF THE COMMISSION TO ATTEND THE  
CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC  
DEVELOPMENT'S ANNUAL CONFERENCE**

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### **PURPOSE & RECOMMENDATION**

Appoint the Chair, or her designee, to attend the Annual CALED Conference.

### **BACKGROUND**

The California Association for Local Economic Development's annual conference is a valued tradition that is attended by local economic developers from many California cities. The conference provides networking, advocacy, and educational programs that brings together industry experts, officials, as well as city staff to serve the economic interests of local municipalities.

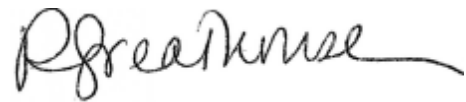
The California Association for Local Economic Development will hold the 2022 Annual Conference in the City of Long Beach on May 10-12. The conference location generally alternates between northern and southern California. The conference will include the Annual Board Meeting as well as educational seminars and speaker series. The Commission has the financing to send one commissioner. Traditionally, boards and commissions provide an opportunity for the Chair to elect to attend on behalf of the commission.

### **ATTACHMENTS**

None

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Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read "R Greathouse", with a long horizontal flourish extending to the right.

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Roberta Greathouse, Acting City Manager