



A G E N D A

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

MEETING
440 HARCOURT AVE
Monday, April 10, 2023
4:30 PM

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1. To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
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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 CityClerk@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 at least two (2) hours prior to the meeting time 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 Commission 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 City Council 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 "Presentations" on this agenda are also taken at this time; comments on specific agenda items are heard under that item. For the public record, please state your name.

4. APPROVAL OF MINUTES

A. REVIEW AND APPROVE MINUTES OF FEBRUARY 13, 2023

5. BUSINESS ITEMS

A. ADOPTION OF 2023 C-JOBS WORK PLAN

6. ADJOURNMENT

Next Regularly Scheduled Meeting:

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:

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**CITY OF SEASIDE
STAFF REPORT**

Item No.: 4.A.

TO: C-JOBS

BY:

DATE: April 10, 2023

SUBJECT: REVIEW AND APPROVE MINUTES OF FEBRUARY 13, 2023

PURPOSE & RECOMMENDATION

BACKGROUND

ATTACHMENTS

1. CJOBS_2023.2.13_Draft Minutes
-

Reviewed for Submission to the City Council by:


Jaime M. Fontes, City Manager



A G E N D A

CITY OF SEASIDE

C-JOBS

COMMISSION ON JOBS, OPPORTUNITES
AND BUSINESS IN SEASIDE

REGULAR MEETING

440 Harcourt Avenue

Monday, February 13, 2023

4:00 PM

1. CALL TO ORDER

Meeting to order at 4:06pm

2. ENVIRONMENTAL COMMISSION

PRESENT: ANDERSON, BRYANT, COGGIN, GROVES

ABSENT: KAMATH, VALDEZ, KUMAR

3. REVIEW OF AGENDA

No changes.

4. PUBLIC COMMENT FOR COMMISSIONS

There were no comments from the public.

5. APPROVAL OF MINUTES

A. APPROVE MINUTES FROM OCTOBER 10, 2022

On motion by Commissioner Groves and second by Commissioner Coggin, C-JOBS moved to approve the minutes of October 10, 2022.

There were no comments from the public.

RESULTS: 4-0

AYES: ANDERSON, BRYANT, COGGIN, GROVES

NOES: NONE

6. BUSINESS ITEMS

A. CITY OF SEASIDE STRATEGIC PLAN

Community Member Catherine Crockett invites Committee to host an Informational Booth during the Earth Day event.

Crockett requests that Committee co-sponsor the Earth Day event, by participating in event planning and coordination.

Commissioners would like to see the full City Council Strategic Plan. City Staff will provide a copy.

There were no comments from the public.

B. DISCUSSION OF BUSINESS OUTREACH AND BUSINESS AMBASSADOR PROGRAMS

Myrick introduced Economic Development Analyst Laura Calata, and provided a summary of Laura's current projects.

Laura publishes a monthly business newsletter, available in English and Spanish. Laura conducted Business Outreach on Broadway Ave, inviting Business Owners to participate in a monthly meeting with the Economic Development Department. Laura invited Commissioners to the Community meeting held on 02/15 at Seaside Creates in the evening.

Commissioners expressed their desire to partner with CSUMB (marketing) students and Monterey Peninsula Chamber of Commerce to conduct Business Walks. They expressed that business owners may be more open to volunteers rather than employees.

Some of the feedback Commissioners previously heard from business owners included:

- FLIP Grant required high permit fees
- Parking, restrictive
- The Newsletter wasn't going to the right people (people who are in office daily)
- City staff being unfriendly and City processes being difficult

Commissioners would like to see newsletter. City Staff will provide a copy.

There were no comments from the public.

7. REPORTS FROM COMMISSIONERS

There were no reports from Commissioners.

8. REPORTS FROM STAFF

There were no reports from City Staff.

9. ADJOURNMENT

With no further business, the meeting adjourned at 4:46pm.

Respectfully submitted,

Olivia LaJudice, Clerk

Joy Anderson, Chair



CITY OF SEASIDE STAFF REPORT

Item No.: 5.A.

TO: C-JOBS

BY:

DATE: April 10, 2023

SUBJECT: ADOPTION OF 2023 C-JOBS WORK PLAN

PURPOSE & RECOMMENDATION

BACKGROUND

Once per year, C-JOBS is required to adopt a workplan detailing its proposed activities for the next year. The Workplan proposed focuses on two programs that have presently been identified in the City Council Strategic Plan: reestablishment of the City Business Retention and Expansion Program, and the creation of a Business Ambassadorship Program. Additionally, the Commission will have the opportunity to provide feedback in other areas related to economic development that fall within its purview.

ATTACHMENTS

1. CJOBS 2023 Workplan
-

Reviewed for Submission to the City Council by:

A handwritten signature in blue ink, reading "Jaime M. Fontes", is written over a horizontal line.

Jaime M. Fontes, City Manager

Commission on Jobs, Opportunity, and Business in Seaside (C-JOBS) Annual Work Plan 2023-2024

Joy Anderson, Chair

Sharon Coggin

Allan Groves

Avneesh Kumar

David Rodriguez

Alfredo Valdez Jr.

Mission Statement

C-JOBS is a nine-member body of community representatives appointed by the by the Mayor and approved by the City Council. Members are representatives from the community selected for their business knowledge and interest in economic development issues. The appointed members shall hold office for two years. The Mission of the Commission is to support economic development in the City of Seaside.

General Duties

C-JOBS performs the following duties:

- 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.
- Act as an Advisory Body to the Council in the categories of:
 - o Economic and Business Development
 - o Business Communication
 - o Business Attraction
 - o Business Retention and Expansion
- While C-JOBS has no purview over land use or zoning, it may advocate for and recommend economic development projects to the City Council.

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, named the Commission on Jobs, Opportunities, and Businesses (C-JOBS) in Seaside.

Annual Work Plan

I. Assist in the Formation and Reintroduction of Business Retention and Expansion Program

The City of Seaside presently has only a nascent Business Retention and Expansion Program. The Commission will assist by providing input and advice as the City's program is further developed.

II. Assist in the Development of a Business Ambassador Program

The Commission will assist in the development and operation of a Business Ambassador Program. This will involve identifying key members of the community that will be able to assist with business outreach and education.

III. Provide Feedback on Economic-Development Related Projects

The Commission will assist in providing input on economic-development related items on an as-needed basis. Topics may include, but not be limited to, workforce development, business attraction, and entrepreneurial development.