



# City of Fort Bragg

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## Meeting Minutes - Draft Community Development Committee

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Tuesday, June 10, 2014

3:00 PM

City Hall Conference Room, 416 N. Franklin Street

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### Special Meeting

#### MEETING CALLED TO ORDER

Committee Member Kraut called the meeting to order at 3:00 PM.

#### ROLL CALL

Present: 2 - Scott Deitz and Heidi Kraut

#### APPROVAL OF MINUTES

Approve Minutes of April 22, 2014

The Committee Minutes were approved for Council review.

#### PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

#### CONDUCT OF BUSINESS

1. Receive Report and Provide Feedback to Staff Regarding Business Retention and Expansion Program

Housing & Economic Development Coordinator Owen reported on her attendance at the California Association for Local Economic Development (CALED) conference in April and reviewed her Council Committee summary report. She recommended to the Committee that the business retention plan be formalized and brought forward to the City Council for implementation. Discussion was held regarding customer service methods and training, outreach to local businesses, business recognition, a liaison/team to provide centralized assistance, and an ombudsman to help people with the process of starting up a new business in Fort Bragg. Community Development Director Jones stated she could contact Pamela Patterson of West Company to determine if she had any interest in fulfilling the role of ombudsman. The Committee decided that Owen should be the ombudsman for startup businesses and Jones should be the ombudsman for development projects. Local businessman Scott Menzies spoke about encouraging entrepreneurship by teaching business skills at the high school level to cultivate an attitude of self-employment. Methods of communication with businesspeople were discussed, including posting a survey on the new website, having Councilmembers meet with local businesses if requested to do so, and "walk-about" to distribute glossy informational brochures to recruit new business and get local feedback. Based on the discussion and Committee input, Owen will revise the plan for City Council consideration and prepare a resolution for implementation.

**This Staff Report was referred to staff.**

**2. Receive Report and Provide Direction to Staff Regarding Short Term Business License and Sign Permit Application and Moving the Business License Application Process to Community Development Department**

Community Development Director Jones reviewed her summary report regarding a one-stop application process for new business startups where applicants could apply for a three-month business license and a sign permit for a \$30 fee. The Community Development Department (CDD) would process both applications. CDD staff could also make referrals to West Company or other resources for new businesses. Concern was expressed by local businesswoman Susan Winding that local merchants would be undercut by persons coming to Fort Bragg for three months in the summer and selling discounted merchandise. Jones recommended test driving the program for a year and if it is being abused, then modify or delete it. Committee Member Deitz stated that there are a lot of empty buildings in Fort Bragg and all business would benefit from having the store fronts filled. There was discussion over the cost and duration of the combination business license/sign permit. It was decided that a \$50 fee for both should be requested, rather than the \$30 fee, and the time limit should be increased from three to six months. At the conclusion of the six-month trial period, if the applicant wished to continue in business, the full business license fee would be charged, minus all or a portion of the \$50 application fee already paid. The exact amount of credit would need to be determined by the City Council. Jones requested direction from the Committee regarding the ability of applicants to pay fees at CDD rather than being referred to the Finance Department for payment of fees. Committee Members Kraut and Deitz both recommend that applicants be allowed to pay fees at CDD when they apply for a business license and sign permit. Jones will modify the staff report and bring it forward to City Council.

**This Staff Report was returned to staff.**

**MATTERS FROM COMMITTEE / STAFF**

Jones reported that bids on the Coastal Trail will be in on June 20, 2014. Committee Member Kraut stated that she will be gone the last two weeks of July and if there are agenda items to discuss, a special meeting will need to be held on a date other than the regular meeting date of July 22.

**ADJOURNMENT**

**The meeting was adjourned at 4:30 PM.**