

**ALL CELL PHONES AND ELECTRONIC DEVICES MUST BE
TURNED OFF IN THE COUNCIL CHAMBERS**

**A G E N D A
REEDLEY REDEVELOPMENT AGENCY MEETING**

7:00 P.M.

(RDA Meeting is typically convened after the City Council Meeting is adjourned)

TUESDAY, FEBRUARY 23, 2010

**Meeting Held at Council Chambers,
845 "G" Street, Reedley, California**

The Council Chambers are accessible to the physically disabled. Requests for additional accommodations for the disabled, including auxiliary aids or services, should be made one week prior to the meeting by contacting the City Clerk at 637-4200 ext. 300.

Any document that is a public record and provided to a majority of the City Council regarding an open session item on the agenda will be made available for public inspection at City Hall, in the City Clerk's office, during normal business hours. In addition, such documents may be posted on the City's website.

City of Reedley's Internet Address is www.reedley.com

Mary L. Fast, Board Chairman

Pete Chavez, Vice Chairman
Ray Soleno, Board Member

Steven Rapada, Board Member
Anita Betancourt, Board Member

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - *Provides an opportunity for members of the public to address the RDA Board on items of interest to the public within the Board's jurisdiction and which are not already on the agenda this evening. It is the policy of the RDA Board not to answer questions impromptu. Concerns or complaints will be referred to the Executive Director's office. Speakers should limit their comments to not more than three (3) minutes. No more than ten (10) minutes per issue will be allowed. For items which are on the agenda this evening, members of the public will be provided an opportunity to address the RDA Board as each item is brought up for discussion.*

NOTICE TO PUBLIC

*Under a **CONSENT AGENDA** category, a recommended course of action for each item is made. Any Board member may remove any item from the **CONSENT AGENDA** in order to discuss and/or change the recommended course of action, and the Board can approve the remainder of the **CONSENT AGENDA**.*

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CONSENT AGENDA

1. MINUTES OF REDEVELOPMENT AGENCY MEETING OF FEBRUARY 9, 2010 – Recommend Board receive and file.

NEW BUSINESS

2. REEDLEY RDA PROJECTS AND POLICY APPROACH – Report, Discussion, and/or other Board action to approve, modify, and/or take other action as appropriate.

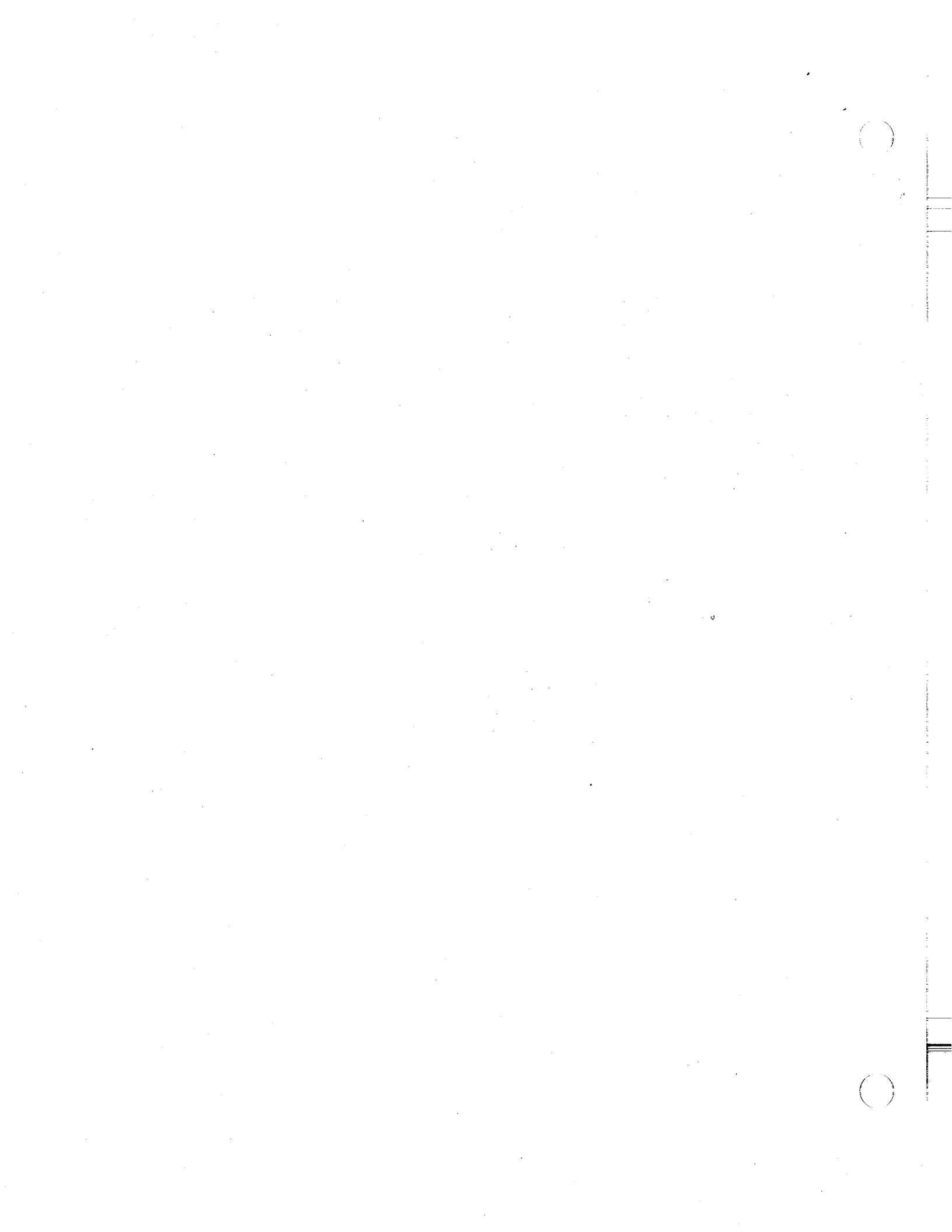
BOARD REPORTS

3. REQUESTS BY BOARD MEMBERS FOR FUTURE AGENDA ITEMS AND/OR REPORTS OF BOARD MEMBER ACTIVITIES.

STAFF REPORTS

4. UPDATES OR REPORTS BY EXECUTIVE DIRECTOR AND/OR STAFF MEMBERS

ADJOURNMENT



REEDLEY REDEVELOPMENT AGENCY BOARD MEETING – February 9, 2010

The meeting of the Reedley Redevelopment Agency Board of Directors was called to order by Board Member Soleno at 7:41 p.m. on Tuesday, February 9, 2010, in the Reedley City Hall Council Chambers, 845 "G" Street, Reedley, California.

ROLL CALL

Board of Directors

Present: Steven Rapada, Ray Soleno, Anita Betancourt, Pete Chavez, Mary Fast.

Absent: None.

RDA Staff

Present: Rocky Rogers, Executive Director; Scott Cross, RDA Counsel; Russ Robertson, Public Works Manager; Lori Oken, Finance Director; Steve Wright, Police Chief; Joel Glick, Community Services Director; Jerry Isaak, Fire Chief; Noe Martinez, City Engineer; David Brletic, City Planner; and Sylvia Plata, Executive Assistant.

Others

Present: Dawn Barcellos, Tim Thiesen, Andrew Shinn, Cheryl Lingo and others.

CONSENT AGENDA

Board Member Rapada moved, Board Member Soleno seconded to accept, approve and adopt all items listed under the **CONSENT AGENDA** as follows:

1. MINUTES OF REDEVELOPMENT AGENCY MEETING OF JANUARY 26, 2010 – Council received and filed.

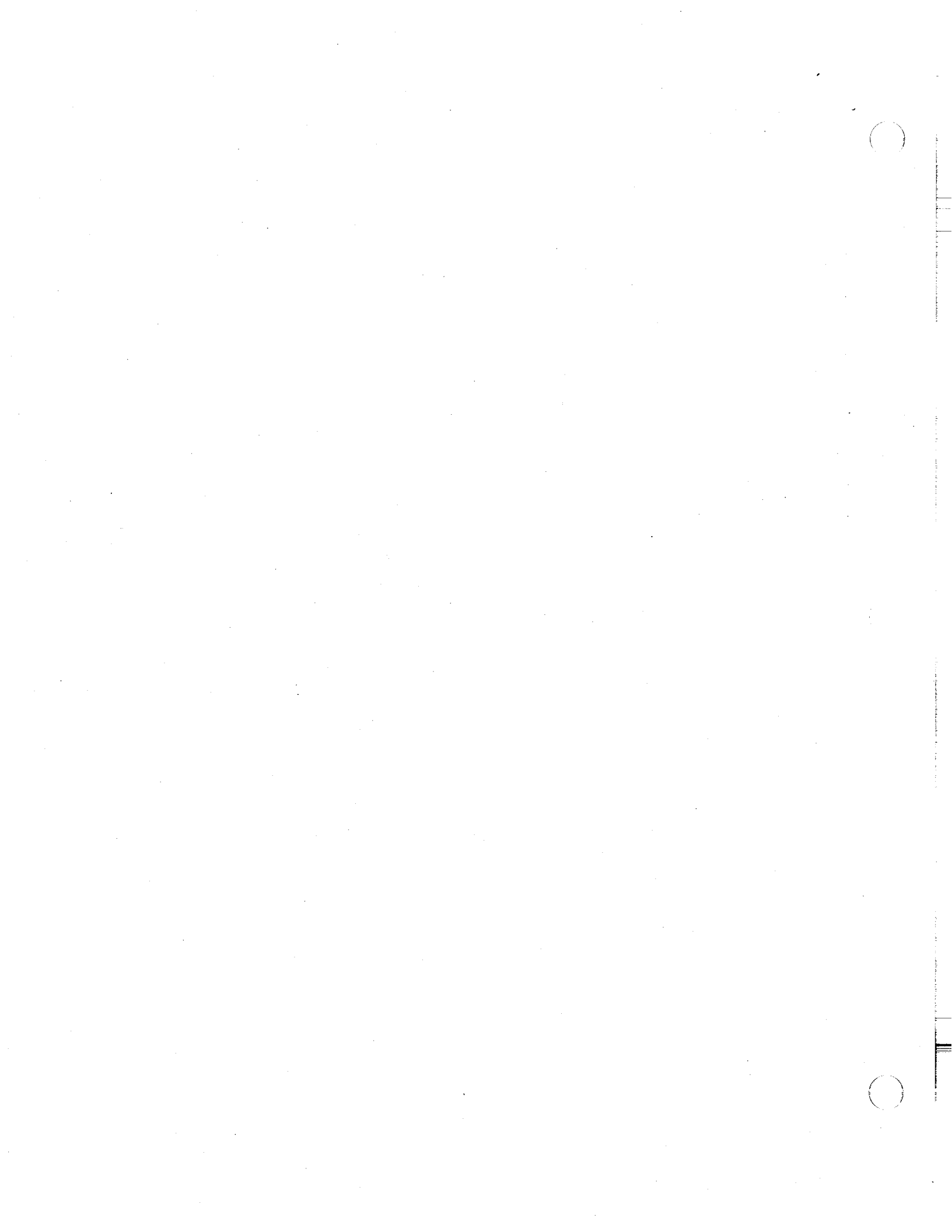
Motion unanimously **carried**.

NEW BUSINESS

2. REDEVELOPMENT AGENCY RESOLUTION NO. 139, A JOINT RESOLUTION OF THE CITY COUNCIL AND OF THE REDEVELOPMENT AGENCY BOARD OF DIRECTORS OF THE CITY OF REEDLEY APPROVING A DISPOSTION AND DEVELOPMENT AGREEMENT BETWEEN THE REDEVELOPMENT AGENCY OF THE CITY OF REEDLEY AND 6M MANAGEMENT INVESTMENT TRUST AND MAKING CERTAIN FINDINGS - Report, discussion and/or other Board action to approve, modify and/or take other action as appropriate (Planning).

City Planner Brletic advised that a public hearing was held during the City Council meeting on this evening, February 9, 2010, and staff recommends that the Board approve REDEVELOPMENT AGENCY RESOLUTION NO. 139, A JOINT RESOLUTION OF THE CITY COUNCIL AND OF THE REDEVELOPMENT AGENCY BOARD OF DIRECTORS OF THE CITY OF REEDLEY APPROVING A DISPOSTION AND DEVELOPMENT AGREEMENT BETWEEN THE REDEVELOPMENT AGENCY OF THE CITY OF REEDLEY AND 6M MANAGEMENT INVESTMENT TRUST AND MAKING CERTAIN FINDINGS in conjunction with City Council Resolution No. 2010-020.

Board Member Betancourt moved, Board Member Rapada seconded to approve REDEVELOPMENT AGENCY RESOLUTION NO. 139, A JOINT RESOLUTION OF THE CITY COUNCIL AND OF THE REDEVELOPMENT AGENCY BOARD OF DIRECTORS OF THE CITY OF REEDLEY APPROVING A DISPOSTION AND DEVELOPMENT AGREEMENT BETWEEN THE REDEVELOPMENT AGENCY OF THE CITY OF REEDLEY AND 6M MANAGEMENT INVESTMENT TRUST AND MAKING CERTAIN FINDINGS.



REEDLEY REDEVELOPMENT AGENCY BOARD MEETING – February 9, 2010

Motion unanimously **carried**.

BOARD REPORTS – None.

STAFF REPORTS – None.

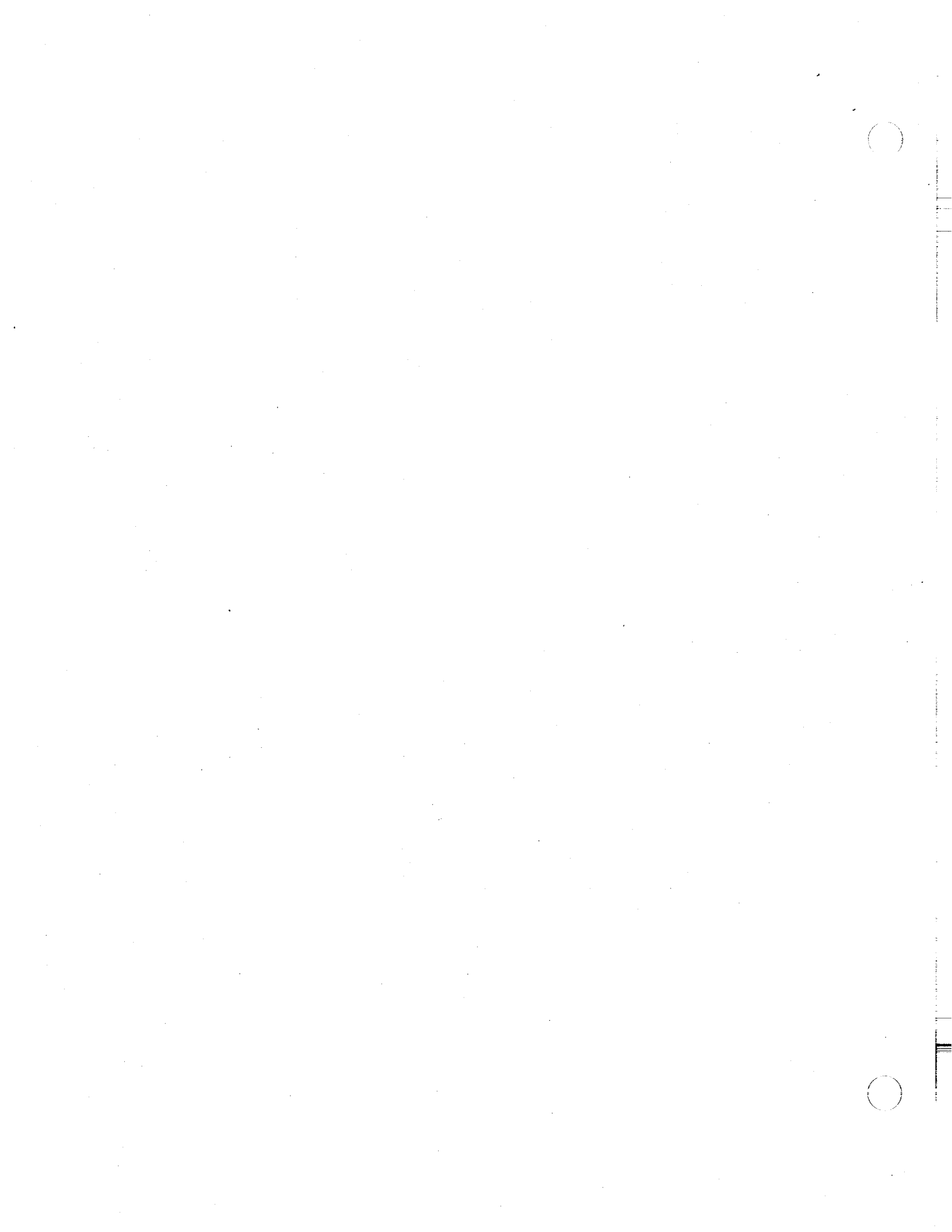
ADJOURNMENT

Board Member Soleno adjourned the RDA Board meeting at 9:14 p.m.

Mary L. Fast, Chairman

ATTEST:

Kay L. Pierce, RDA Secretary



REPORT TO RRDA BOARD



MEMORANDUM

AGENDA ITEM NO.: 2

BOARD MEETING DATE: February 23, 2010

SUBJECT: *Reedley RDA projects and policy approach*

RECOMMENDATION:

- 1.) Receive and File

BACKGROUND:

Chairman and Board, with the five-year plan update coming to you in March, I wish to outline staff's approach regarding projects, economic analysis and policy for the Board to consider through the five-year plan. As the Board may recall, staff and the Board hosted a series of three public workshops which resulted in the following conclusions:

1. Economic Blight would be the first focus
2. Physical Blight would be our second focus
3. Housing would be our third focus
4. Each year all three would be addressed to some level

It was also agreed that the political will would be necessary to insure some or all of these would be followed through on and that certain projects would need to be financed in order for these to happen.

That being said, let's begin with considerations of the plan itself. First, the five-year plan should be expanded to include a 7 and 10-year outlook which would take the City to the end of its redevelopment life 2021. In discussions with the Economic Development Administration Regional Director and the CalED Executive Director, it was suggested that the city also develop its own CEDS (City Economic Development Strategy).

The CEDS would consist of measurable action items that can be accomplished and used to insure the five-year (plus) plan is successful. The CEDS would also be used to evaluate and analyze both revenue bonds and grant funding sources along with the strategies for dealing with both financing mechanisms.

Another tool to incorporate with either the CEDS or as a separate part of the five-year (plus) plan is a market analysis. This analysis would study buying habits, customer driving distances, size of market area, and types of potential businesses, as well as incubator and product analysis. This market analysis could be performed over a three or four month time span at a cost of approximately \$70,000 with yearly updates to stay current and active marketing of

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Reedley to potential businesses and industry for a small yearly fee. The City has the ability within its economic development funds to pay for such analysis.

The funding for implementing the economic portions would be provided from the 80% portion of the redevelopment funds and partitioned into three uses as follows. First for infrastructure improvements or installations, second for assistance such as fee reductions, lease and or rental or loan assistance or other tax relief incentives and third for leveraging other funds or programs such as the EB-5 program or EDA and USDA grants.

The funding for the housing side would come from the 20% set aside to provide first the largest share of the funds will need to go to new unit development. This will be through land acquisition and partnership with affordable housing builders. Second for removal of physical blight, third for assistance such as down payment assistance, emergency and rehabilitation program grants, energy efficient programs, loan assistance or relocation assistance from substandard housing and fourth for leveraging of other programs or funds. Each of these programs would in some measure create jobs, increase property and sales tax revenues.

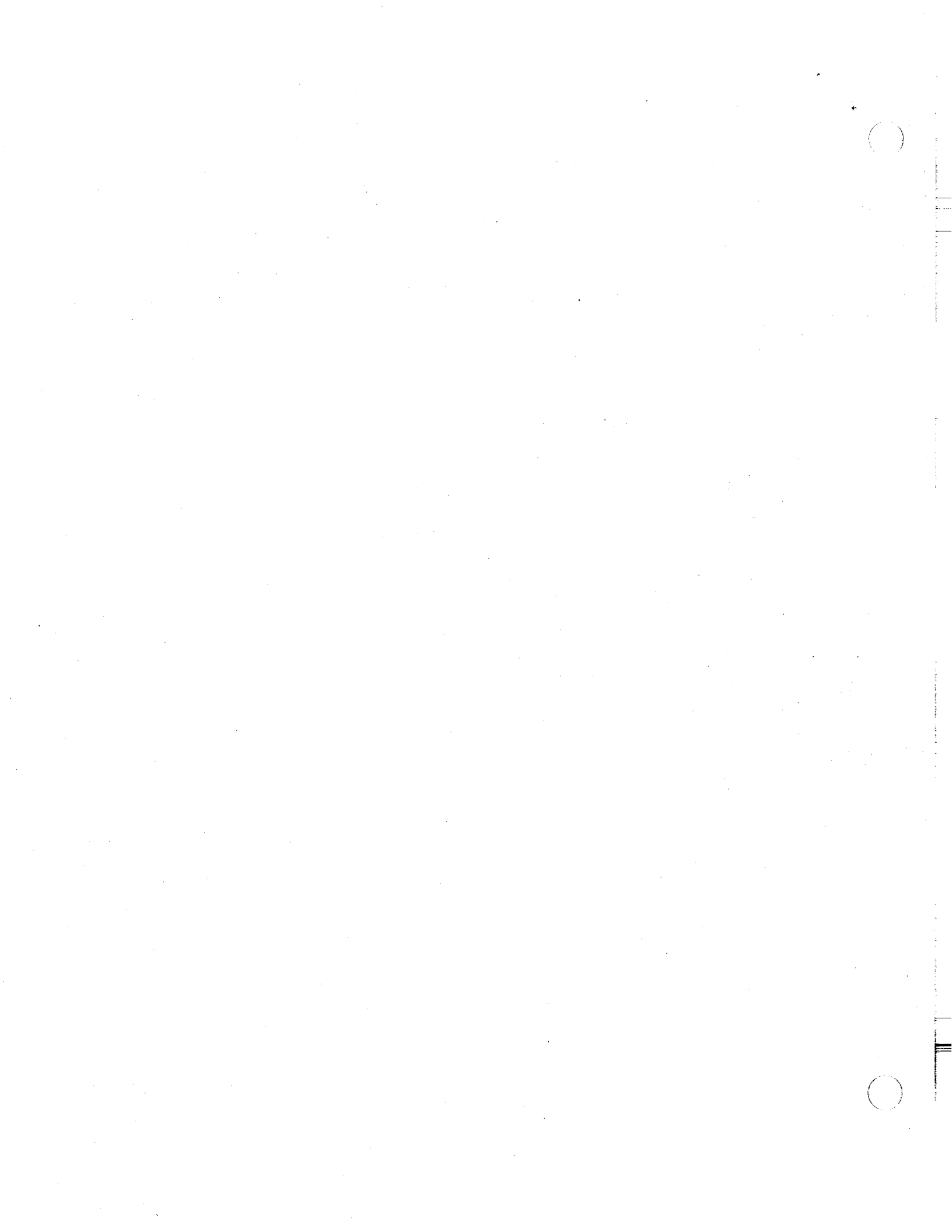
Following are a list of projects, not by priority, that should be considered within the five-year, seven-year and ten-year plan utilizing the 80% set aside revenues for possible bonding.

1. Industrial and Commercial property development on Dinuba west of the sports park
2. 50 plus acre site located south of Manning as you enter the City
3. Both existing Shopping Centers on east Manning
 - a. As possible business incubator sites
 - b. To locate potential retailers and service commercial
4. Ito's site for the EB-5 project
5. Cricket Hollow and Reedley Beach areas
6. Central Transportation Facility
7. Downtown Corridor
 - a. Modify the façade program to include interior remodel
8. Various Markets on the east side and on I street
9. Start up business assistance

Following are projects, not by priority, for consideration within the five-year, seven-year and ten-year plan utilizing the 20% set aside funds;

1. Purchase two (2) properties for Senior housing
 - a. Both within five blocks of the downtown
2. Purchase one (1) property for low and mod family housing
 - a. A possible site may be near Dinuba and Reed
3. Hire a Part-time or fulltime (based on need) housing program specialist to implement and manage housing programs
4. Provide first time home buyers opportunities
5. Market and encourage energy efficient upgrades to low and mod homes

Consideration will also need to be given as to what level of approval any or all projects and programs should be given. Should the Board and or Council require all considerations to come before them and/or the Planning Commission? Should some only require approval at the



Planning Commission level or should there be only administrative approval for many of the projects and programs? The lower the level of approval the more streamlined the process and the faster projects and programs get implemented. One way to provide the lowest level of approvals would be during the budget process. A specified dollar amount could be budgeted for specific programs or projects and staff could then provide minimal review at possibly the Planning Commission level or just staff level. At that point, approval could be given by the City Manager and follow-up reports could then be provided to the Board or Council to provide transparency of how the prior approved budgeted dollars were used or spent. Assurances and review would need to be given upfront in order to insure a level of acceptability and security for the Board or Council would be met. Regular reports would be necessary to insure a high level of satisfactory information to the Board or Commissions was being disseminated. If streamlining and business friendly, as well as customer satisfaction are priority to the Board, then considerable thought should be given as to what levels of approval the Board or Council could find acceptable. Staff will work within the parameters given. This report is informational only for your consideration once the five-year (plus) plan comes before you in March. Questions and inquiries may be directed toward staff for clarifications, research or review.

FISCAL IMPACT:

Budgeted item: no
Expenditure: none.
Fund Acct(s): N/A

Prepared by: _____ Executive Director
Power Point Presentation:

Attachments:
NONE

Motion: _____
Second: _____

