

**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, MARCH 9, 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**.*

CONSENT AGENDA

1. MINUTES OF REDEVELOPMENT AGENCY MEETING OF FEBRUARY 23, 2010 – Recommend Board receive and file.

NEW BUSINESS

2. BUXTON REPORT AND PROPOSAL – 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

Agenda Item 1

REEDLEY REDEVELOPMENT AGENCY BOARD MEETING – February 23, 2010

The meeting of the Reedley Redevelopment Agency Board of Directors was called to order by Board Member Soleno at 8:17 p.m. on Tuesday, February 23, 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; 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 Kay L. Pierce, Executive Secretary.

Others

Present: Julia Martinez, Cecyrie Velasco and others.

CONSENT AGENDA

City Manager Rogers asked to remove CONSENT AGENDA ITEM NO. 1, the MINUTES OF THE REDEVELOPMENT AGENCY MEETING OF FEBRUARY 9, 2010. He advised that under the heading *RDA Staff Present*, RDA Counsel should have been listed as Jeffrey Kuhn.

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

1. MINUTES OF REDEVELOPMENT AGENCY MEETING OF FEBRUARY 9, 2010 – Council received and filed.

Motion unanimously **carried**.

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 (Administration).

Executive Director Rogers submitted an outlined report to the Board in anticipation of the five-year plan that will be presented to the Board on March 23, 2010. To recap, staff and the RDA Board hosted a series of three public workshops which resulted in the conclusions that economic blight would be the first focus; physical blight second and then housing. Each year these three issues would be addressed to some level. Additionally, citizens were making comments with regards to having the political will to move forward with projects once the projects were brought forward. This statement might be from some lingering issues from the Walmart project. Staff would also like the Board to consider not only a five-year plan, but possibly a seven-year and ten-year plan, which staff will provide to the Board for consideration. This will take the city to the end of the redevelopment cycle which will be 2021. There was also a suggestion by the California Economic Development’s Executive Director and the Regional Director from the Economic Development Administration that the City of Reedley has its own City Economic Development Strategy or CEDS which would provide measurable actions for each of the projects and each of the items that would be in the five-year, seven-year and ten-year plan. The reason for this is so the EDA grants could be accessed and have more likelihood of getting those grants if a CEDS document is in place. Staff is also looking to incorporate this in the plan as well. Staff is

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also anticipating bringing to the Board in March the Buxton Group. The Buxton Group was brought before the Board in 2008 for consideration. At that time, it was suggested that we wait and see on how things were going to go as far as the economy was concerned. After discussions with the Buxton Group and City staff, staff feels it is imperative to move forward with the Buxton Group, or someone similar, in order to get a market analysis of our entire area along with a psycho-graphic so that we can determine who is buying what and where and similar questions. These are some of things that surrounding cities have used and it has helped them tremendously. Staff will be bringing this information to the Board in March for consideration. The approximate cost for this project will be \$70,000. A member of the Buxton Group will also attend the meeting to provide the Board with information on their whole program.

Executive Director Rogers advised that staff is continuing to work with the EB-5 program and looking at USDA grants and EDA grants in an attempt to leverage these funds for some of our 80-percent set aside revenues for possible bonding. Staff has a list of projects to consider for the 5-year, 7-year and 10-year plans to be utilized for the 80-percent monies that we have and the possibility of maybe bonding at some future date with that money. The following list in not listed by priority and could be expanded, but must be limited in scope due to time constraints.

1. Industrial and commercial property development on Dinuba, west of the Sports Park.
2. 50-plus acre site located south of Manning upon entering 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 properties for senior housing.
 - a. Both within five blocks of the downtown district.
2. Purchase one property for low and mod family housing.
 - a. A possible site may be near Dinuba and Reed.
3. Hire a part time or full time (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.

City Manager Rogers advised these suggested projects are for the Board's consideration. He asked the Board at what level of approval do they want projects or programs to be brought before the Board; should approvals for all programs and projects come to the Board; should just some of the programs and projects come before the Board or to various commissions; or should some of them be administratively approved. These questions should be worked through by the Board with regards to some of the programs and projects that will be included in the five-year plan such as the façade improvement program. This is an attempt to do some streamlining on getting projects and work done with RDA funding and get as much done over the next 10 years through 2021 as possible to get the economy of Reedley growing again.

Board Member Soleno advised that the lower level of approval is the Planning Commission to some extent. City Manager Rogers advised the Planning Commission is approving some projects, but there are some things that should be administratively approved. Some large projects are mandated to have public hearings for approval, but staff is trying to make the process easier for developers and individuals.

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Board Member Rapada referred to Item 5 utilizing the 20% set aside for energy efficient upgrades, he advised there are many citizens coming to the Board with issues on water and sewer hook-ups. He suggested making a program for these issues so that citizens don't have to come before the Board asking for help for these simple things. He advised setting up steadfast rules for water and sewer hook-ups and then the decision can be made administratively rather than bringing these issues to the Board and help our citizens more quickly.

Board Member Chavez referred to previous workshops where discussions were held on the condition of city roads and sidewalks. There are many streets and sidewalks in town that need refurbishing and he receives many requests from citizens on these repairs and upgrades. He feels this is a priority since many potential businesses take this into consideration before coming to Reedley to open a business.

City Manager Rogers advised that most street and sidewalk improvements fall under the CDBG block grant programs and staff will continue to pursue these grants. However, per the Board's direction, economic development and economic blight was the Board's initial, number one priority.

Board Member Chavez advised that the Board still stands behind this number one priority, however, streets and roads cannot be ignored.

Board Member Rapada asked staff to obtain information on CDBG grants that have been received for Board Member Chavez. It will show that the city is receiving some decent funding for street and sidewalk projects.

City Manager Rogers encouraged the Board to take the project list and over the course of the next few weeks, keep the suggested projects in mind. When staff brings the plan for consideration at the meeting of March 23, 2010, the Board can decide whether staff has included items that meet the Board's expectations.

BOARD REPORTS - None.

STAFF REPORTS – None.

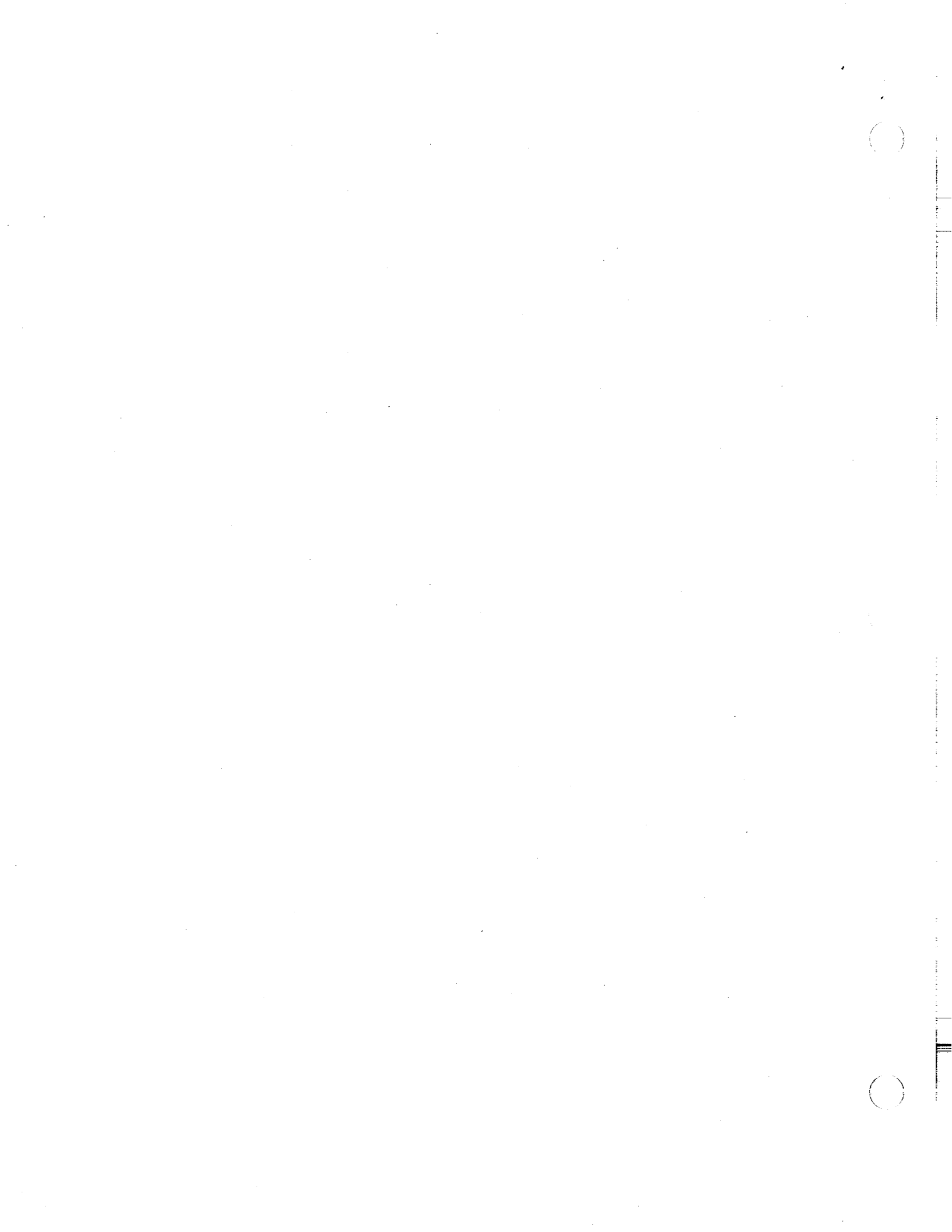
ADJOURNMENT

Board Member Soleno adjourned the RDA Board meeting at 8:35 p.m.

Mary L. Fast, Chairman

ATTEST:

Kay L. Pierce, RDA Secretary





REPORT TO RDA BOARD **MEMORANDUM**

AGENDA ITEM NO.:

2

RDA BOARD MEETING DATE: March 9, 2010

SUBJECT: Buxton Report and Proposal

RECOMMENDATION:

Move forward with the proposal and authorize the Executive Director to sign the attached agreement / proposal for the initial expenditure of \$70,000 to begin the study and report.

BACKGROUND:

The Board has in the past contemplated using Buxton but delayed for various reasons not mentioned in this report. Staff has reviewed the current proposal "Identifying Customers" using CommunityID created by Buxton and believes now is the time to implement these strategies. Reedley has now positioned itself infrastructurally and through its General Plan and Master plan updates to accommodate retail, commercial, and Industrial growth.

Buxton's report is based on market characteristics and retail potential. During the 60 business days it takes to complete the report, civic leaders will be actively involved in the process and make important decisions that guide the direction and results. The four main phases of the process are:

1. Researching and Verifying Reedley's Retail Trade Area
2. Evaluating Reedley's Retail Potential
3. Matching Retailers and Restaurants to Reedley's Market Potential
4. Delivering Reedley's Marketing Packages

In order to meet the challenges of attracting retail, commercial and industrial business as well as retaining and growing our current businesses, Reedley needs to understand and then capitalize on the opportunities that exist or will exist. Without a packaged report to show the businesses and firms that Reedley has what it takes to support them both with infrastructure and with customers, opportunity could slip away from us.

Our primary goal will be to expand our retail commercial sector. Community ID will serve as the framework for developing a sustainable marketing program that not only achieves short-term goals but also endures to ensure the economic viability of the retail sector over the long term. This type of marketing will bring the following desired results:

- Residents' desires to shop and dine at home will be fulfilled
- Retail leakage will be minimized

- Tax revenues will increase
- Employment opportunities will grow
- Reedley's ability to capture other economic opportunities will be enhanced.

Staff ask that you all Buxton to pursue the study and provide the deliverables per the scope of work within the proposal.

FISCAL IMPACT:

An initial expenditure of \$70,000. There will be an ongoing cost each year over the next two years at least to provide critical updates and further marketing tools and strategies.

Budgeted item:	no
Expenditure:	\$70,000
Fund Acct(s):	EDD Account

Prepared by:  Executive Director

Power Point Presentation: None

Motion: _____

Second: _____