



CITY OF HUGHSON  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
CITY HALL COUNCIL CHAMBERS  
7018 Pine Street, Hughson, CA

**AGENDA**  
**MONDAY, OCTOBER 26, 2015 - 5:30 P.M.**

**CALL TO ORDER:**

**ROLL CALL:**

Mayor Matt Beekman  
Councilmember George Carr  
Councilmember Jeramy Young  
Councilmember Harold "Bud" Hill (Alternate)  
Business Member Marie Assali  
Business Member Jim Duarte

Staff to be Present: Raul L. Mendez, City Manager  
Jaylen French, Community Development Director

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**1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):**

Members of the audience may address the City Council on any item of interest to the public pertaining to the City and may step to the podium, state their name and city of residence for the record (requirement of name and city of residence is optional) and make their presentation. Please limit presentations to five minutes. Since the City Council cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code, items of concern, which are not urgent in nature can be resolved more expeditiously by completing and submitting to the City Clerk a "Citizen Request Form" which may be obtained from the City Clerk.

**2. NEW BUSINESS:**

- 2.1:** Approval of Minutes of the September 28, 2015 EDC Regular Meeting.
- 2.2:** Taste of Hughson in the Downtown Discussion.
- 2.3:** Introduction of Hughson Small Business Development Consultant Jim Thomason

- 2.4:** Hughson Farmers' Market 2016 Discussion.
- 2.5:** Request for City Contribution of 2015-2016 Hughson Chamber of Commerce Events.
- 2.6:** Update on City of Hughson Economic Development efforts in the downtown.

### **3. EDC COMMENTS:**

### **ADJOURNMENT:**

#### **WAIVER WARNING**

If you challenge a decision/direction of the City Council in court, you may be limited to raising only those issues you or someone else raised at a public hearing(s) described in this Agenda, or in written correspondence delivered to the City of Hughson at or prior to, the public hearing(s).

#### **RULES FOR ADDRESSING CITY COUNCIL**

Members of the audience who wish to address the Economic Development Committee are requested to complete one of the forms located on the table at the entrance of the Council Chambers and submit it to the Committee. **Filling out the card is voluntary.**

#### **AFFIDAVIT OF POSTING**

**DATE:** October 23, 2015      **TIME:** 5:00pm  
**NAME:** Marilyn Castaneda      **TITLE:** Management Intern

#### **AMERICANS WITH DISABILITIES ACT/CALIFORNIA BROWN ACT NOTIFICATION FOR THE CITY OF HUGHSON**

This Agenda shall be made available upon request in alternative formats to persons with a disability; as required by the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132) and the Ralph M. Brown Act (California Government Code Section 54954.2).

**Disabled or Special needs Accommodation:** In compliance with the Americans with Disabilities Act, persons requesting a disability related modification or accommodation in order to participate in the meeting and/or if you need assistance to attend or participate in a City Council meeting, please contact the City Clerk's office at (209) 883-4054. Notification at least 48-hours prior to the meeting will assist the City Clerk in assuring that reasonable accommodations are made to provide accessibility to the meeting.

#### **Notice Regarding Non-English Speakers:**

Pursuant to California Constitution Article III, Section IV, establishing English as the official language for the State of California, and in accordance with California Code of Civil Procedures Section 185, which requires proceedings before any State Court to be in English, notice is hereby given that all proceedings before the City of Hughson City Council shall be in English and anyone wishing to address the Council is required to have a translator present who will take an oath to make an accurate translation from any language not English into the English language.

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**General Information:** The Economic Development Committee meets in the Council Chambers on the fourth Monday of each month at 5:30 p.m., unless otherwise noticed.

**EDC Agendas:** The Economic Development Committee agenda is now available for public review at the City's website at [www.hughson.org](http://www.hughson.org) and City Clerk's Office, 7018 Pine Street, Hughson, California on the Friday, prior to the scheduled meeting. Copies and/or subscriptions can be purchased for a nominal fee through the City Clerk's Office.

**Questions:** Contact the City Clerk at (209) 883-4054



**CITY OF HUGHSON**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
 CITY HALL COUNCIL CHAMBERS  
 7018 Pine Street, Hughson, CA

**AGENDA**  
**MONDAY, SEPTEMBER 28, 2015 - 5:30 P.M.**

**CALL TO ORDER:**

**ROLL CALL:**

Mayor Matt Beekman  
 Councilmember George Carr  
 Councilmember Jeramy Young  
 Councilmember Harold "Bud" Hill (Alternate)  
 Business Member Marie Assali  
 Business Member Jim Duarte - Absent

Staff to be Present: Raul L. Mendez, City Manager

Others Present: Trina Walley, E. Stanislaus Resource Conservation District  
 Cara Fernandes, Hughson Chamber of Commerce  
 Kathryn Casey, The Good Life – Life Coaching

**1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):**

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**2. NEW BUSINESS:**

**2.1:** Approval of Minutes of the August 24, 2015 EDC Regular Meeting.

Motion by Mayor Beekman seconded by Councilmember Carr (4-0).

**2.2: Business Assistance Funds Request by The Good Life – Life Coaching.**

City Manager Mendez introduced the applicant Kathryn Casey from The Good Life – Life Coaching. He reported that City staff had been working with Ms. Casey to identify a suitable location for her business in downtown Hughson and had found a small office at 6719 Hughson Avenue. Ms. Casey shared her business plan and request for business assistance funds in the form of a grant to repaint the location. The Economic Development Committee discussed the proposal and asked questions of the applicant. The EDC recognized that the business at the proposed location would improve the aesthetics on that block of Hughson Avenue. Some concerns were raised with the request of a grant rather than a loan that could be repaid back to fund other projects.

Motion by Mayor Beekman seconded by Councilmember Carr (3-1; Councilmember Young Nay) to recommend to the City Council Business Assistance Funds in the amount of \$975 for The Good Life – Life Coaching.

**2.3: Evaluation of the Hughson Farmers' Market 2015.**

Trina Walley provided an evaluation of the inaugural Hughson Farmers' Market. The evaluation was based on the East Stanislaus Conservation District assessment and feedback from City staff, the Hughson Chamber of Commerce, vendors and the public. Ms. Walley shared the actual expenses and revenue generated. With the City's contribution to the East Stanislaus RCD for Market Management Services, the Farmers Market generally broke even. A preliminary budget was prepared for the 2016 season. Some of the major elements of the market for the upcoming year included going to a weekly market, starting later in the day and extending into the evening, enhancing sponsorships and increasing the involvement of the Hughson Chamber of Commerce, and possibly bring a wine/craft beer tasting to the event.

**2.4: Recap of 2015 Hughson Fruit and Nut Festival and Discuss Request for City Contribution for 2016.**

A recap of the 2015 Hughson Fruit and Nut Festival was provided. Generally, the EDC was very pleased with the various elements in this year's festival. It was reported that the festival would move to April 30-May 1 in 2016. Mayor Beekman and City Manager Mendez discussed the recent request by the Hughson Chamber of Commerce to increase the level of the City's contribution for Chamber events. City Manager Mendez shared that the City does incur costs for events held by the Chamber such as the Hughson Fruit and Nut Festival and the Hughson Christmas Festival (staffing, utilities, equipment, and other elements contained in current City contracts—law enforcement and garbage). City Manager Mendez shared that the City in the past had sponsored Chamber events through the use of redevelopment funds that are no longer available. He

shared that sponsorships through the use of general funds was possible since a public benefit is achieved through City promotion and marketing. The EDC discussed other ways that the City could provide assistance such as providing funding that could be utilized by the Chamber for additional staffing (e.g., marketing and promotions). The EDC directed staff to continue exploring options and bring back this item for further discussion at the next meeting.

**3. EDC COMMENTS: None.**

**ADJOURNMENT: 6:50pm**