



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

**AGENDA**  
**MONDAY, NOVEMBER 23, 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  
Dominique Spinale Romo, Assistant to the City Manager

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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:** Hughson Farmers' Market 2016 Discussion Including Market Manager Options.

- 2.3:** Introduce Rich Hodder, Data Collection Manager, to Discuss Lean Ag Technologies (Drone Technology) and Establishing a Local Presence.
- 2.4:** Discuss New Rancho Market Business Model and Possible Request of Business Assistance Funds.
- 2.5:** Discuss Research and Findings of Local City Contributions to Respective Chambers of Commerce.

**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:** November 20, 2015      **TIME:** 5:00pm  
**NAME:** Dominique Spinale Romo      **TITLE:** City Clerk

**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

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

**CALL TO ORDER:**

**ROLL CALL:**

Mayor Matt Beekman  
 Councilmember George Carr  
 Councilmember Jeramy Young – Arrived at 6:30pm  
 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

Others Present:

Kurt Clark, Stanislaus Business Alliance – SBDC  
 Jim Thomason, Hughson SBDC  
 Trina Walley, East Stanislaus Resource Conservation Dist.  
 Paul Gose, Taste of Hughson  
 Beth Patel, Taste of Hughson

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**2. NEW BUSINESS:**

**2.1:** Approval of Minutes of the September 28, 2015 EDC Regular Meeting.

Motion by Councilmember Carr seconded by Councilmember Hill

**2.2:** Taste of Hughson in the Downtown Discussion.

Paul Gose and Beth Patel from Taste of Hughson shared their concept to bring the event historically held at St. Anthony's Catholic Church to Downtown Hughson (modeled after Ripon's event) for the upcoming year. They discussed possibly having the event coincide with the Hughson Christmas Festival. Mr. Gose and Ms. Patel shared that they would be attending this year's Festival to get a flavor of the program and to see if the Taste of Hughson component could be incorporated in 2016. They also invited the EDC to the Taste of Hughson event already scheduled for the upcoming spring (late April). Proceeds for the event fund the local high school golf program and scholarships.

**2.3:** Introduction of Hughson Small Business Development Consultant Jim Thomason

Kurt Clark, Director of the Stanislaus Business Alliance Small Business Development Center, introduced Jim Thomason who would be succeeding Al Seaton as the Hughson SBDC Consultant. Mr. Seaton is relocating out of state. Mr. Thomason discussed some of his background and experience and shared that he already met with the Mayor and City staff to discuss his role. He shared that he was very excited about the opportunity to work in Hughson and would be picking up where his predecessor left off.

**2.4:** Hughson Farmers' Market 2016 Discussion.

A general discussion was held in preparation for the upcoming year and farmers's market season. Trina Walley, East Stanislaus RCD, shared information regarding bringing a local brewery/vineyard based on State regulation. City Manager Mendez and Community Development Director French discussed a recent meeting held with the Turlock Market Manager regarding utilizing his services. They shared that they had asked for a proposal to bring to the EDC to consider along with the proposal from the East Stanislaus RCD. Mayor Beekman inquired about Cottage Food Permits and getting a list for business outreach and attraction purposes. Ms. Walley would be attempting to gather the information for the next meeting.

**2.5:** Request for City Contribution of 2015-2016 Hughson Chamber of Commerce Events.

City Manager Mendez shared the discussion he had held with the City Attorney regarding providing additional funding for Chamber activity. He shared that sponsorships for Chamber festivals and events was an appropriate use of funds because of the promotion and market aspect. It was noted that funding Chamber staffing directly was not appropriate. The EDC directed staff to research how other cities fund chamber activity for discussion purposes. Mayor Beekman noted that traditionally cities allocate a percent of the transient occupancy tax for such purposes.

**2.6:** Update on City of Hughson Economic Development efforts in the downtown.

Community Development Director French provided updates to the EDC regarding discussions with Raylene Kemp and her music theater concept and Maluk Dhami new owner of Rancho Market and his interest in changing the current business model. It was reported that City staff was working with both business owners to vet ideas and would be directing them to Mr. Thomason from the Hughson SBDC for technical assistance on developing a business plan. Director French also discussed a countywide approach and outreach effort to collectively commit to certain permitting principals that “fast track” a businesses experience with local cities.

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

**ADJOURNMENT:** 6:50pm

NEWS

NOVEMBER 8, 2015

# Farmers take tech to new heights

## HIGHLIGHTS

Hilmar event explores uses in irrigation, spraying and more

Drones, wands, other devices are spreading

Investors show interest in ag tech



2 of 6



BY JOHN HOLLAND

*[jholland@modbee.com](mailto:jholland@modbee.com)*

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Dairy farmers wave high-tech wands near ear tags to keep track of their cows' health. Almond growers fly drones over the orchards to check on tree vigor.

And out on the West Side, bean growers use social media to urge young mothers to buy their products.

These methods and more were discussed at a gathering last week in Hilmar, put on by a Salinas-based company called AgTech Insight and several partners.

Experts talked about systems that track fertilizer and pesticide use on the farm and sanitation measures in processing plants. Such information can be conveyed to consumers curious about the sources of their food.

“You’re making a good-faith effort to monitor those things, and it’s marketable, trust me,” said Jonathan Hoff, chief executive officer at Monte Vista Farming Co., which grows and processes almonds east of Denair.

About 80 people turned out at the Hilmar Cheese Co. visitors center for the event, which had cosponsors from farming, finance, media and other fields.

Technology is nothing new. Tractors replaced horses more than a century ago, and the 1980s brought desktop computers to farms and other businesses. Today’s mobile phones and tablets have brought technology right to the field, and small unmanned aircraft watch from above.

Hoff said technology helps with mapping, yield predictions, regulatory compliance, food safety, theft prevention and other tasks.

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**‘THIS IS AN OPPORTUNITY FOR GROWERS, BECAUSE THEY KNOW AGRICULTURE.’**

Seig Magenheim, AgTech Insight

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The magic wands for dairy farmers use radio frequencies to keep track of their animals’ breeding, feed, health and production.

“Each cow counts,” said David Folly, chief operating officer at Farmeron, a tech company based in Turlock. “Individual animal economics are the key to success.”

Chris Binfield, COO at Meras Engineering in Modesto, said growers who have installed water-saving drip irrigation need to keep monitoring it to ensure that the ground is evenly watered.

The California Dry Bean Advisory Board has launched an online campaign to market the limas, blackeyes and other types, many of them grown in western Stanislaus County.

Growers aim to reach chefs and dieticians, along with “mommy bloggers” on Facebook and Pinterest, said marketing consultant Alison Cox Verissimo of Turlock, whose family raises the crop.

She said growers should publicize their water efficiency, family history, core values and other information to consumers.

“If you don’t tell your story, nobody else will,” said Cox Verissimo, whose clients also include almond, pecan and rice growers.

Investors are interested in agricultural technology companies, to the tune of about \$680 million in California in the first half of this year, said Seana Day Hull, director of business development and strategy at AgTech Insight and managing director with Centerra Capital in Modesto.

Sieg Magenheim, who manages irrigation and soil at AgTech Insight and helped introduce drip tape to the Salinas Valley, agreed.

“This is an opportunity for growers, because they know agriculture,” he said.

*John Holland: 209-578-2385*

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