



HUGHSON ECONOMIC DEVELOPMENT COMMITTEE

A G E N D A REGULAR MEETING 5:30 P.M.

Council Chambers
7018 Pine Street, Hughson CA
City Hall

November 26, 2012

CALL TO ORDER:

ROLL CALL:

Mayor Pro Tem Matt Beekman
Councilmember George Carr
Councilmember Jeramy Young
Business Member Marie Assali
Business Member Jim Duarte

Staff to be Present: Bryan Whitemyer, City Manager

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.

WAIVER WARNING

Waiver Warning: If you challenge a decision/direction of the City Council/Redevelopment Agency/Economic Development Committee 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 Economic Development Committee

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

PUBLIC COMMENT

Members of the Audience may address the Committee 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 Committee 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.

BUSINESS – CONSIDER THE FOLLOWING:

- 1) Chamber of Commerce Status Update
- 2) Discuss Hughson Christmas Festival
- 3) Discuss Current Commercial and Industrial Building Activity
- 4) Discuss Trends Affecting California's Economy (Reference Articles Attached)
- 5) Other

EDC REPORTS AND COMMENTS:

ADJOURNMENT:

****Materials related to an item on this Agenda submitted to the Committee after distribution of the Agenda packet are available for public inspection in the City Hall office at 7018 Pine Street during normal Business hours and at Committee meetings.***

****These documents are also available on the City of Hughson website at www.hughson.org subject to staff's availability to post the document before the meeting.***

CERTIFICATION

I, Dominique Spinale, Deputy City Clerk, or his/her designee, do hereby declare under penalty of perjury that the foregoing Agenda was posted on the outdoor bulletin board at the Hughson City Hall, 7018 Pine Street, Hughson, CA., and made available for Public Review, prior to or on this 25th day of May 2012 before 5:00 p.m.

Dominique Spinale, Deputy City Clerk



NRF, Shop.org Expect Solid Growth This Holiday Season

For Immediate Release
Kathy Grannis (202) 783-7971 or grannisk@nrf.com
www.nrf.com/holidays

[Explore NRF's 2012 Holiday Survival Kit](#)
[Download audio file](#) from media briefing

NRF, Shop.org Expect Solid Growth This Holiday Season

-Retailers Will Hire Estimated 585,000 to 625,000 Seasonal Employees This Year-

Washington, October 2, 2012 – Tempered by political and fiscal uncertainties but supported by signs of improvement in consumer confidence, holiday sales this year will increase 4.1 percent to \$586.1 billion.* NRF's 2012 holiday forecast is higher than the 10-year average holiday sales increase of 3.5 percent. Actual holiday sales in 2011 grew 5.6 percent.**

"This is the most optimistic forecast NRF has released since the recession. In spite of the uncertainties that exist in our economy and among consumers, we believe we'll see solid holiday sales growth this year," said NRF President and CEO Matthew Shay. "Variables including an upcoming presidential election, confusion surrounding the 'fiscal cliff' and concern relating to future economic growth could all combine to affect consumers' spending plans, but overall we are optimistic that retailers promotions will hit the right chord with holiday shoppers."

Recent government data released shows a crosscurrent of indicators that could impact holiday sales, including unimpressive job and income growth and an unemployment rate stuck at eight percent. However, positive indicators are emerging that show a cautious but capable consumer, such as increases in confidence and home prices.

"While moderate compared to what we experienced the last two holiday seasons, the forecast is a very pragmatic look at what to expect this year given the current rate of economic growth," said NRF Chief Economist Jack Kleinhenz, Ph.D. "There's still some general anxiety amongst consumers when it comes to how the state of the economy is impacting their spending plans, but retailers can expect to see excitement around their promotions and plenty of bargain hunters both online and in stores in the coming months."

NRF's holiday sales forecast is based on an economic model using several indicators including consumer confidence, consumer credit, disposable personal income, and previous monthly retail sales releases. It now includes the non-store category (direct-to-consumer, kiosks and online sales.) For historic sales information visit NRF's [Holiday Headquarters](#).

Shop.org Forecasts Online Holiday Sales to Grow 12% Over Last Holiday Season

Shop.org for the first time in its history today released its 2012 online holiday sales forecast, expecting sales to grow 12 percent over last holiday season to as much as \$96 billion.*** The U.S. Department of Commerce estimates total 2011 4th Quarter e-commerce sales increased 15 percent. Shop.org defines the holiday season as sales in the months of November and December.

"Online retail has been a bright spot for years and we don't expect that trend to change anytime soon, especially with the growth in mobile," stated Shay. "Aside from the convenience, shoppers look to the holiday season to take advantage of retailers' increased digital offerings. In addition to enhancing the site experience, retailers have spent the year investing in optimizing their mobile and social platforms, just what holiday shoppers are looking for."

NRF Forecasts Seasonal Employment to Grow Between 585,000 and 625,000

According to NRF, retailers are expected to hire between 585,000 and 625,000 seasonal workers this holiday season, which is comparable to the 607,500 seasonal employees they hired last year.

"The retail industry creates hundreds of thousands of jobs every holiday season by adding new staff in stores, distribution centers, and customer service departments across the country. In addition to the newly created jobs, many retailers also offer existing staff the opportunity to work longer hours if they want," said Shay. "New jobs help people support their families, and for some, seasonal employment can turn into a career opportunity once the holidays have passed."

As the world's largest retail trade association and the voice of retail worldwide, NRF's global membership includes retailers of all sizes, formats and channels of distribution as well as chain restaurants and industry partners from the United States and more than 45 countries abroad. In the United States, NRF represents an industry that includes more than 3.6 million establishments and which directly and indirectly accounts for 42 million jobs – one in four U.S. jobs. The total U.S. GDP impact of retail is \$2.5 trillion annually, and retail is a daily barometer of the health of the nation's economy. www.nrf.com.

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* NRF defines "holiday sales" as retail industry sales in the months of November and December. Retail industry sales include most traditional retail categories including non-store, auto parts and accessories stores, discounters, department stores, grocery stores, and specialty stores, and exclude sales at automotive dealers, gas stations, and restaurants.

** Holiday retail sales for the past several years have been updated based on revisions from the U.S. Department of Commerce, and NRF most recently revised how it calculates retail sales to now include non-store and auto parts and auto accessories stores.

*** Shop.org's estimates are based on data collected by the U.S. Department of Commerce, the Federal Reserve, U.S. Census, The Conference Board, and NRF calculations. These include personal income and spending, consumer credit, consumer confidence, and previous monthly retail reports.

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Confident consumers spur retail, remodeling hiring

Paul Davidson, USA TODAY



(Photo: Mark Humphrey, AP)

4:36PM EST November 4, 2012 - A more confident consumer is giving a lift to the improving job market.

The economy added a better-than-expected 171,000 jobs last month, the Labor Department said Friday. A healthy portion of the additions came from sectors, such as retail and construction, that were lagging but now are benefiting from a more bullish consumer.

Retail employment rose by 36,000 in October, the most since January 2011, and it's up by 82,000 since August, the biggest three-month increase in several years.

"Households are starting to contribute more to the economic recovery," says Mark Zandi, chief economist of Moody's Analytics. The recovering housing market, in particular, is bolstering employment in several sectors, he says.

The wealth effect

Diane Swonk, chief economist of Mesirow Financial, says rising home prices are making consumers feel wealthier and mortgage refinancings are putting more cash in their pockets.

Reports last week showed chain-store sales rose briskly last month and consumer confidence reached the highest level since February 2008.

Vehicle sales, though down slightly from the 4 1/2-year highs hit in September, are still 7.2% above a year ago as consumers continue to replace aging vehicles.

And home sales and housing starts are picking up noticeably.

JOBS REPORT: [More stories, analysis, video on employment \(http://www.usatoday.com/topic/692103C1-755C-4EDF-9E11-89EDFB234F03/jobs-report/\)](http://www.usatoday.com/topic/692103C1-755C-4EDF-9E11-89EDFB234F03/jobs-report/)

The accelerating activity is filtering into payrolls, adding diversity to a labor market that largely had been driven by job gains in professional and business services, health and education, and business travel-related services.

"We have seen a better mix of job growth," says Moody's economist Marisa DiNatale.

Within the retail industry, auto and auto parts dealers added 7,300 jobs last month, a two-year high. Although department stores trimmed jobs, discount stores, such as Wal-Mart, added employees as middle-income consumers hunt for bargains.

Perhaps most encouraging: furniture and home furnishing stores, which were battered in the recession, have added about 7,000 jobs the past three months as rising home sales spark more furniture purchases. After cutting its staff by 17% in the recession to 2,500, western furniture chain R.C. Willey added employees this year — about 55 — for the first time in several years, says President Jeff Child.

In Las Vegas, "People are now buying (homes) to live in" rather as investments, prompting more flooring and appliance sales, Child says. Revenue this year is up nearly 10%, he says.

Yet long-term shifts in retail to online sales and the spread of technology, such as self-service checkout, will likely limit the pace of employment advances, says Jack Kleinhenz, chief economist of the National Retail Federation.

Other industries benefiting from awakening consumers:

- Construction companies added 17,000 employees last month, the most since January. Specialty trade contractors, such as plumbers and electricians, accounted for much of the increase as home building and remodeling surged, says Ken Simonson, chief economist of Associated General Contractors of America.
- Manufacturers of wood products, including goods for the housing industry, have added 4,200 jobs since July after cutting payrolls steadily in recent years.
- A financial services sector that includes mortgage brokers has added about 10,000 jobs since June on a non-seasonally adjusted basis. That industry also had been shedding workers.
- Food services and drinking places added 23,000 jobs in October and have added 320,000 the past year.

The Fiscal Cliff Goes Door-to-Door

November 12, 2012 by 247wallst



Source: Thinkstock

Politicians and economists continue to try to figure out what effects the fiscal cliff will have on consumer spending and business activity as a possible recession looms. Even if there is a compromise, with taxes and federal spending remaining near current levels, an agreement may only cover the first several months of 2013, as Congress and the president bicker over the debt ceiling and the nation's budget as it will look for the balance of 2013 into 2014.

The problem with any forecast is that, with the cliff only six weeks away, its potential effects have become splintered and hard to read. When the event was several months off, research could show what might be expected in terms of economic activity. More highly taxed consumers would retreat as they did during the previous recession. Businesses would lay off people and capital spending would contract. But any panic about the event was a ways off and there was a reasonable chance to avert it.

With the election over and both parties sprinting to solve the fiscal cliff problem, consumers and businesses are more at risk, or will be in their own minds, about what will happen on January 1 and in early 2013. The ability to take a yardstick to opinion is harder than it was several months ago, because the confusion about what will happen and the worry become magnified as people and business attempt to decide what course to take. That leaves out, of course, those who already have decided.

The primary source of anxiety remains whether there can be any compromise at all, and if so, whether it will keep taxes low. Some undetermined set of people and companies will wait the process out. Others will only wait a few more weeks. No matter what the outcome, there almost certainly is erosion of the ranks of those who are optimistic.

The only way to tell what the real effects of the fiscal cliff will have on spending is to go door-to-door, and it is too late for that.

Douglas A. McIntyre

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