



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

**MINUTES**  
**MONDAY, APRIL 25, 2016 - 5:33 P.M.**

**CALL TO ORDER:**

**ROLL CALL:**

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

Staff to be Present:

Raul L. Mendez, City Manager  
 Jaylen French, Community Development Director

Others Present:

Steven Ames, Stanislaus Business Alliance  
 Javan Argenal, CA Luxury Auto Detailing  
 Kurt Clark, Stanislaus Business Alliance – SBDC  
 Elias Ruiz, Coalface Creations

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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 March 14, 2016 EDC Regular Meeting.

Motion by Mayor Beekman seconded by Councilmember Carr (3-0).

**2.2: Introduction to CA Luxury Auto Detailing**

The Community Development Director introduced Javan Argenal, owner of CA Luxury Auto Detailing. Mr. Argenal shared information regarding the new business at 6801 Hughson Avenue and full wash service operation for cars, trucks, rvs, water crafts, big rigs and lifted trucks. He passed out copies of his brochure of services available and pricing. The Economic Development Committee thanked Mr. Argenal for the information and shared ways that he can promote his business through local agencies and groups. A discussion occurred regarding future opportunities for the building at the site to house a business that was compatible to the quality hand wash and detailing operation.

**2.3: Introduction to Coalface Creations**

The City Manager introduced Elias Ruiz, owner of Coalface Creations. Mr. Ruiz shared information regarding his Feather Raft business and manufacturing plan in progress. He also shared his interest in renting a select number of his Feather Rafts for recreation this summer from a location in Hughson. The Economic Development Committee advised Mr. Ruiz to consider utilizing the upcoming community events (Love Hughson, Hughson Fruit and Nut Festival and Hughson Farmers' Market) to promote the rentals once he had everything in place. The EDC also encouraged Mr. Ruiz to look into approaching local businesses to see if there were an opportunity to partner. The City Manager shared that Mr. Ruiz is also very active in river cleanup of water hyacinth and was interested in partnering on such efforts along the Tuolumne River at the City property on Leedom Road. Mr. Ruiz, a resident of Hughson, expressed interest in developing his business locally. He shared copies of his Feather Raft brochure.

**2.4: Update on Hughson Fruit and Nut Festival.**

The City Manager provided a final update on the Hughson Fruit and Nut Festival scheduled to take place in Downtown Hughson on April 30-May 1, 2016.

**2.5: Update on Hughson Farmers' Market.**

The City Manager and Community Development Director provided a final update on the Hughson Farmers' Market scheduled to kick off in Downtown Hughson on May 5, 2016 through September 29, 2016. Golden State Farmers' Market Association was selected by the Hughson City Council as the Market Manager and was looking to build on the success from last year's inaugural season.

**2.6: Update on Stanislaus Business Alliance Organizational Changes.**

It was reported that the Stanislaus Business Alliance had gone through necessary organizational changes as a result of new Federal/State regulations associated with funding for business services under the Workforce and Opportunity Act. Councilmember Hill indicated that he and the City Manager had attended the final meeting of the Stanislaus Business Alliance Board of Directors and the organization would be going through some structural changes in the upcoming months. It was also reported that the “employment and training” element would revert back to Stanislaus County to provide the necessary checks and balances to the funding as now directed by the Workforce and Opportunity Act.

**2.7: Update on City’s Business Development/Attraction Efforts.**

The City Manager and Community Development Director briefly shared some of the progress in local business development efforts.

**3. EDC COMMENTS:**

**ADJOURNMENT: 6:56pm**