



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

**AGENDA**  
**MONDAY, OCTOBER 24, 2016 - 5:30 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  
Jim Homer, Hughson SBDC

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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 26, 2016 EDC Regular Meeting.

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

**2.2:** Debrief/Direction on the Hughson Downtown Farmers' Market.

An update was provided on the Hughson Downtown Farmers' Market. It was generally agreed that the market had finished the season strong. The transition to a management team of the City, East Stanislaus Resource Conservation District and a few key vendors at the end of the season worked well. The City Manager recommended that the model continue into the next season. The inclusion of the Junior Chef Program and the coordination with the Hughson Concert Series worked well to bring new elements to the market.

### **2.3 Stanislaus County Economic Development Strategic Plan/SWOT Analysis.**

The City Manager shared information regarding a meeting that he and the Community Development Director had attended with Opportunity Stanislaus (formerly Stanislaus Business Alliance). It was reported that the County was interested in revising the Countywide Economic Development Strategic Plan prepared in 2007 and working with the cities to ensure that there was regional alignment. Opportunity Stanislaus staff would be working with each individual city to revisit countywide and local strategies in the area of economic development.

### **2.4 "How to Develop Your Retail Recruitment Roadmap" Handout.**

The City Manager shared a handout that he had received at the League of California Cities Annual Conference which highlighted successful approaches across the state for retail recruitment.

### **2.5 Update on Opportunity Stanislaus/Hughson SBDC.**

The Hughson SBDC Consultant shared information regarding his sessions with existing and prospective business owners. He also highlighted the Exporting Expo being planned for March 2017 in Hughson at Samaritan Village.

### **2.6 Update on City's Business Development/Attraction Efforts.**

City staff shared information regarding local efforts. This included updates on the expansions of Agave Azul, Coco's Taqueria and Golden Bowl Restaurant. An update was provided on CA Luxury Auto Detailing and some ideas for improvements to their current location and business model.

## **3. EDC COMMENTS:**

None.

**ADJOURNMENT:** 6:50pm.