



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

AGENDA
MONDAY, JANUARY 28, 2019 - 5:30 P.M.

CALL TO ORDER:

ROLL CALL:

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

Staff to be Present:

Raul L. Mendez, City Manager
Lea Simvoulakis, Community Development Director

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 October 22, 2018 EDC Regular Meeting.
- 2.2: MD Services Medical Credentialing – Hughson Business Incubation Center Application.
- 2.3: Discuss Hughson Downtown Farmers Market 2019.

- 2.4: Update by Opportunity Stanislaus/Hughson SBDC.
- 2.5: Update on City’s Business Planning/Development/Attraction Efforts and Discussions.
- 2.6: Mayor’s State of the City Address – February 25, 2019 @ 6:30pm.

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 ECONOMIC DEVELOPMENT COMMITTEE

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

**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.

DATE: January 25, 2019 **TIME:** 5:30pm

NAME: Ashton Gose **TITLE:** Management Analyst

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.

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 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
 HUGHSON CITY HALL
 7018 Pine Street, Hughson, CA

MINUTES
MONDAY, OCTOBER 22, 2018 - 5:38 P.M.

CALL TO ORDER:

ROLL CALL:

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

Staff to be Present:

Raul L. Mendez, City Manager
 Jim Homer, Hughson SBDC
 Ron Callahan, Callahan Brewing Company

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 September 24, 2018 EDC Regular Meeting.

Motion by Councilmember Hill, Seconded by Councilmember Fontana (3-0)

2.2: Callahan's Brewing Co. Update

Ron Callahan, Callahan Brewing Company, provided an update on his business development plan. He indicated that he had been in discussions with the property owner at 6818 Hughson Avenue (Former Assemblymember George House Building). Mr. Callahan is exploring purchasing the property and erecting a building on site for his new business. He shared his plan to secure financing for the venture and inquired as to assistance that may be available from the City. The City Manager shared information regarding a variety of programs available including business incentive funds, revolving loan funds and at permit fee deferral.

2.3: Update by Opportunity Stanislaus/Hughson SBDC.

Jim Homer, Hughson SBDC, provided an update on discussions with prospective business owners including a medical billing office, welding operation and an arts/craft studio.

2.4: Update on City's Business Planning/Development/Attraction Efforts and Discussions.

None.

3. EDC COMMENTS: None.

ADJOURNMENT: 6:45pm

January 2, 2019

City of Hughson
7018 Pine Street
Hughson, CA 95326

Attn: Raul Mendez

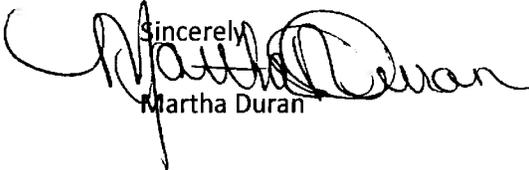
Re: Business Incubator Program

Dear Raul,

Thank you for referring me to Jim Homer. It has been quite a pleasure working with Jim putting together the business plan along with putting together the complete packet for you to review. Enclosed you will find the following:

- Business Plan Summary
- Financial Statement
- Resume
- Lease Application
- Small Business Incubator Lease Agreement
- Business Brochure

Sincerely,



Martha Duran

BUSINESS PLAN

MD SERVICES MEDICAL CREDENTIALING



Martha Duran

Owner

12/13/2018

MDS CONFIDENTIAL

Business Plan Summary for MD Services Medical Credentialing

BUSINESS DESCRIPTION

MDS has been in business since 2011 and has grown to the point where we need to add employees and plan for a permanent location. The demand for insurance enrollment processing and credentialing for medical professionals is growing. We specialize in physician medical credentialing and contracting for all specialties. Our success is due to our high service level and attention to detail.

Our services include: Submission of completed applications to the indicated hospitals. Process the applications to third party payers, for both initial and re-credentialing for physicians. Transmit application to third party payers and/or affiliations. Specialize in Medicare and Medical enrollment applications. Setup individual physicians' groups; add rendering providers, demographics changes, NPI Certifications and CAQH profile setup.

With over ten years of experience, I provide on hand and personalize service which other companies cannot provide. Other companies provide 120 day processing time, our efficient methods enable us to guarantee a processing time of 60 to 90 days.

CUSTOMERS

We serve the state of California Physicians of all specialties, Practitioners, RHC Rural Health Clinics. We started in Ceres and have large clients in Redding and Calaveras County.

Our clients include a large private practice and rural healthcare outpatient clinics. These organizations have from one to fifteen doctors in their group.

These customers demand a high level of service and responsiveness, as well as attention to detail that will insure reimbursement from the insurance companies.

Our acquisition of new clients includes marketing activities such as: Website, referrals, LinkedIn, and mass e-mailing targeting medical groups.

FINANCIAL

We started in January 2011 and have grown from zero to \$82k revenue in 2017 with profit over \$63k. We expect 2018 to be a growth year.

Plan for 2019 is to hire a new employee, move out of the home office into a rented space. Our goal for revenue is to achieve \$120k revenue.

Attached you will find our 2017 profit and loss statement.

MD SERVICES**P & L****12/31/2017****GROSS SALES**

MD SERVICES \$ 81,967.50

SUB TOTAL \$ 81,967.50**EXPENSES**

GENERAL EXPENSE

MISC (bus cloths) \$ 883.18

POSTAGE \$ 263.48

OFFICE FURN \$ -

OFFICE EXPENSE \$ 1,885.23

EQUIPMENT MAINT/ COMPUTOR \$ 312.50

CAR EXPENSE / MILEAGE \$ 4,500.00

P.O. BOX RENTAL \$ 112.00

INTERNET SERVICE / SOFTWARE \$ 1,214.00

ENT - MEALS \$ 1,139.91

LEGAL FEES/ BUS. SEMINAR \$ -

AUTO REPAIRS \$ -

AUTO INSURANCE \$ -

VEHICLE REG \$ -

ADVERTISING \$ 600.00

PARKING FEES/car rental \$ -

CELL PHONE (purchase)
monthly phone pmt \$ 2,350.00

BUSINESS GIFT \$ -

PGE/ TID \$ 2,450.00

Dprec office space 112 sq. ft. \$ 2,694.00

MISC supplies & repairs trailer \$ 526.59

DISPOSAL \$ 600.00

Total Disbursements \$ 18,404.30**NET PROFIT \$ 63,563.20**

EMPLOYMENT HISTORY

Owner- MD Services Medical Credentialing, Modesto CA-1/2011 to Present

Specialized in physicians medical credentialing and contracting for all specialties
Submitted completed applications to the indicated hospitals and CAQH set up
Processed applications to third party payers for both initial and re-credentialing physicians
Transmitted applications to third party payers and/or affiliations
Specialized in Medicare and Medi-Cal enrollment applications
Set up physician groups; add rendering providers, demographic changes and NPI Certifications
Maintained consistent communication throughout the credentialing process to third party payers
Ensured receipt of applications, report regularly to clients, Invoice and follow up

SUPERVISOR- Medex Practice Solutions, Oakdale CA-6/2008 to 1/2011

Supervised all details related to contracting and credentialing over 100 physicians
Worked closely with the medical practitioners to insure their practice was set up correctly
Submitted the necessary paper work to the different third party payers including CAQH
Assured each practice was set up correctly with Medicare, Medi-Cal and all third party carriers

- Designed and developed a work-flow system to stream line all enrollment applications
- Insured all contracts and enrollment applications were completed accurately and submitted in a timely manner
- Developed follow-up system to assure the insurance carrier received necessary paperwork

OFFICE MANAGER- Butner Chiropractic, Modesto C A - 1990 to 2007

Supervised all aspects of front office and therapy department activities and staff
Interviewed, hired, trained, evaluated, coached and performed exit interviews
Verified patient insurance benefits, discussed financial issues and coded insurance forms
Followed up on payments from: attorneys, insurance companies and patients
Collected all cash patients payments, entered them accurately into computer

- Received 10-year "Positive Contribution to Management" award
- Utilized bilingual abilities: English and Spanish to communicate with patients
- Processed, filed and appeared in: small claims, workers comp and liens legal actions
- Trained in proper billing procedures and coding for proper higher compensations

FRONT DESK

Scheduled patients for procedures and follow-up treatments
Prepared: bank deposits, credit card slips, audited receipts for payment
Transitioned from hand books to computer utilizing specialized EZ-BIZ software

- Completed "Office Management" course by Pinnacle Management Group

THERAPY ROOM ASSISTANT

Performed: Ultrasound, Electrical Stimulation, Traction Therapy as directed
Greeted and settled patients in therapy rooms in preparation for doctor
Trained new assistants in proper policies, procedures and evaluated their work
Annotated patient files with accurate information and future adjustments

- Completed seminars: Patient Flow, Managing Difficult People, Therapy Techniques



Lease Application
For Office Space
7012 Pine Street
Hughson, CA 95326
(209) 883-4054

Thank you for your interest in the City of Hughson's Business Incubator. Please complete this application as thoroughly and as accurately as possible. Some questions may not be applicable to your business. City of Hughson staff will keep confidential all business information submitted in this application. Please note: city employees, city officials and or/family members cannot lease office space at the Hughson Business Incubator.

Application Checklist

- Business Plan Outline
- Resumes or bios of management team and owners (if not in business plan).
- Completed Application
- Most Recent Financial Statements (if existing business) (Need to work on)

Understanding of Expectations

There are five key expectations that you must agree to prior to approval of lease. These expectations exist to ensure the Mission of the Hughson Business Incubator is being achieved and to ensure a greater level of success for businesses. Please initial next to each expectation to acknowledge understanding of all items.

Expectation #1

MD Commitment to develop marketing plan within the first 90 days of occupancy.

Expectation #2

MD Regular participation in Opportunity Stanislaus activities (at least three networking/educational events within first 6 months)

Expectation #3

MD Maintain a current Hughson business license

Expectation #4

MD Ability to meet financial obligations (six months of capitalization)

Expectation #5

MD Your business will launch within 6 to 18 months from lease entry and every effort will be made on your behalf to locate within the city limits of Hughson.

Company Information

Business Name:	MD Medical Credentialing Services
Business Owner Name:	Martha Duran
Please Check:	<input checked="" type="checkbox"/> (A) Business in current operation <input type="checkbox"/> (B) Proposed business not yet in operation
Business Description:	Provider Enrollment Services/Medical and Physician Credentialing/Contracting. We complete applications and necessary paperwork on the behalf of physicians to enroll their entity with commercial and government payors.
Address:	P.O. Box 2984 Ceres, CA 95307
Telephone:	209-613-2927
E-mail:	martha@mdmedicalcredentials.com
Website: (if available)	MD Services Medical Credentialing
When was the business started (month/year)	1/2010
Is this business a sole proprietorship, partnership, corporation, or non-profit:	Sole proprietorship
If applicable: Partner Name and Contact Information	N/A

1) Do you or your business partner currently work for, or previously worked for, the City of Hughson?

Yes No

If yes, please list employment dates: _____ Department: _____

2) Do you or your business partner have relative(s) employed or serving office with the City of Hughson?

Yes No

If yes, please give name(s) and relationship _____

3) Have you or your business partner ever been convicted of any crime OTHER THAN (1) a marijuana-related conviction that occurred more than two years ago: and (2) an offense for which you were referred to , and participated in, any pretrial or posttrial diversion program? Yes No

If yes, please state the date of conviction, the county and state, and the nature of the offense. _____

I certify that all of the statements made on this application are true, complete, and correct to the best of my knowledge and belief and are made in good faith. I understand that any false or omitted information, which I may or may not give, may result in denial or termination of office lease. I authorize the City of Hughson to verify all statements.

Martha Duran
Signature

Martha Duran
Print Name

12/1/2018
Date