



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

AGENDA
MONDAY, MARCH 25, 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 January 28, 2019 EDC Regular Meeting.
- 2.2:** Discuss and Provide Direction on the Hughson Downtown Revitalization Project
- 2.3:** Update on Upcoming Community Events (Love Hughson, Hughson Fruit and Nut Festival, Duarte Nursery Friends Day, etc.).

2.4: Update by Opportunity Stanislaus/Hughson SBDC on Local Initiatives and Efforts.

2.5: Update on City’s Business Planning/Development/Attraction Efforts and Discussions.

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: March 22, 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, JANUARY 28, 2019 - 5:30 P.M.

CALL TO ORDER:

ROLL CALL:

Mayor Jeramy Young
 Councilmember Harold "Bud" Hill
 Councilmember Mark Fontana - Absent
 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
 Jim Homer, Hughson SBDC

Others Present:

Martha Duran, MD Services Medical Credentialing
 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 October 22, 2018 EDC Regular Meeting.

Motion by Mayor Young, Seconded by Councilmember Hill (5-0)

2.2: MD Services Medical Credentialing – Hughson Business Incubation Center Application.

The City Manager provided an update on the Hughson Business Incubation Center that was at full capacity (Hughson Chamber of Commerce, Hughson Chronicle, Bella Viva Orchards, Hughson Real Estate and Elite Medical Solutions). Jim Homer, Hughson SBDC Consultant, introduced Martha Duran and presented her business MD Services Medical Credentialing. Mr. Homer indicated that MD Services Medical Credentialing had completed the application for entry to the Hughson Business Incubation Center and met the requirements. The Economic Development Committee asked questions regarding Ms. Duran's business and interest in locating to Hughson. The EDC directed the City Manager to contact the current tenants to see if a space would be available in the near future.

Motion by Mayor Young, Seconded by Councilmember Hill (5-0) to place MD Services Medical Credentialing on the waiting list for the Hughson Business Incubation Center.

2.3: Discuss Hughson Downtown Farmers Market 2019.

The City Manager provided an overview of the Farmers Market last season and the recent discussion by the Hughson Chamber of Commerce to not take on the management this year due to staffing challenges. It was discussed that instead of a traditional farmers market there was interest in moving towards a monthly event instead with some of the same elements.

2.4: Update by Opportunity Stanislaus/Hughson SBDC.

Jim Homer, Hughson SBDC Consultant, shared a brief report on his work in the past few months which included working with MD Services Medical Credentialing, Reinvent Art Studio and a Local Artist Enthusiast.

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

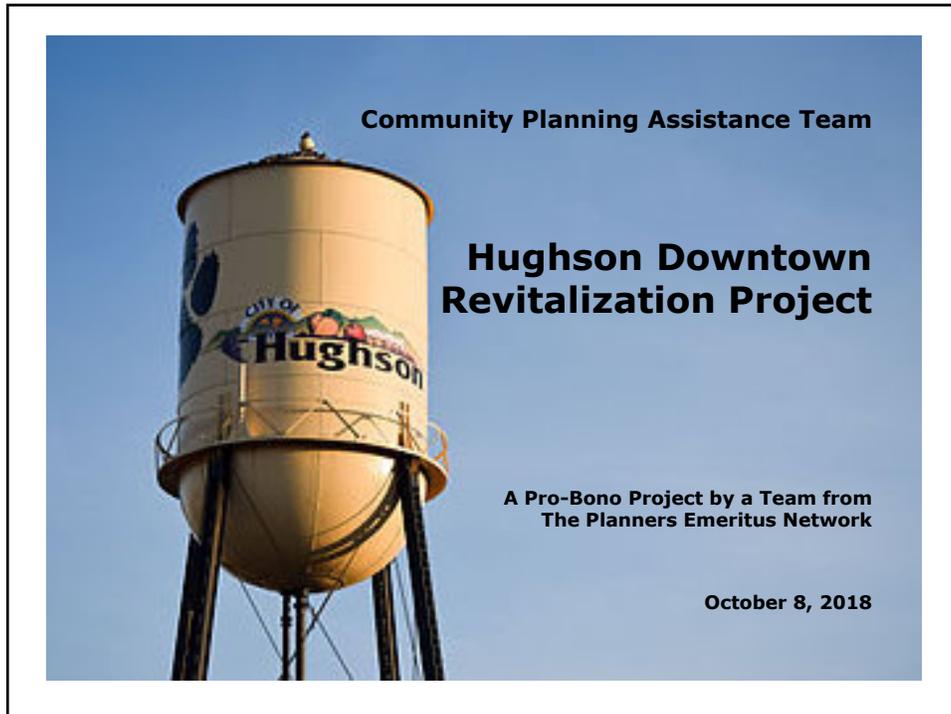
The City Manager introduced the new Community Development Director (Lea Simvoulakis) who provided some information regarding her background. The City Manager and Community Development Director provided a brief update regarding new business activity in town. Ron Callahan, Callahan Brewing Company, provided an update on his progress to site a building in downtown for his brewery/pub business. He shared that he was still exploring purchasing property next to the Bank of the West.

2.6: Mayor's State of the City Address – February 25, 2019 @ 6:30pm.

The City Manager reminded the EDC that the February regular meeting was cancelled to allow members to attend the Mayor's State of the City Address at Samaritan Village.

3. EDC COMMENTS: None.

ADJOURNMENT: 6:55pm



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How Can We Help?

- The CPAT Team was approached by the City of Hughson to develop a Revitalization Plan for a 7-block area along Hughson Avenue (Main Street).**

- This Plan was designed to address both physical and spatial aspects, as well as local private-sector involvement.**

- Budgetary constraints dictated a 'common-sense' approach, as well as project phasing over a number of years.**

- Keeping the small town charm was important.**

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The CPAT Team

City Planners

Bruce Baracco, AICP Team Leader
 George Osner, AICP Urban Planner

Economists

April Potter Business Research Coordinator
 Opportunity Stanislaus
 Gavin Bruce Business Development Coordinator
 Opportunity Stanislaus

Designers

Linda Derivi Architect
 Steve Castellanos Architect

City Staff

Jaylen French Community Development Director
 Carla Jauregui Planning/Building Assistant

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Stuck In the Middle . . .

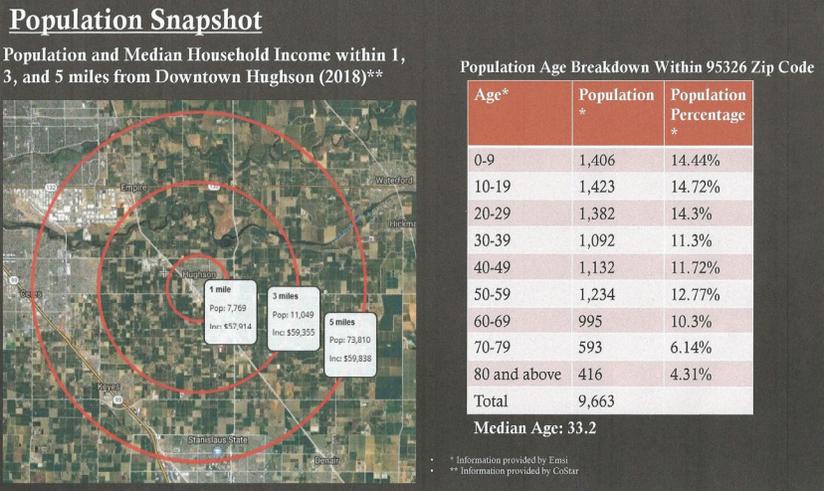
Regional Competition

- Modesto 5-miles
- Ceres 3-miles
- Turlock 5-miles
- Oakdale 10-miles



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Select Economic Considerations



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Major Employers (50 or more employees)*

Company Name	Description	Number of Employees
Duarte Nursery	Nursery	350
Hughson Nut	Nuts, Wholesale Processing	300
Mid Valley Nut Co.	Nut Processing	150
Lakewood Memorial Park/Funeral	Cemetery	50
Hughson High School	School	65
Hughson Elementary School	School	55
Hudelson Nut Co.	Nuts	50
Grower Direct Nut Co.	Nuts, Wholesale Processing	60
Emilie J Ross Middle School	School	50
California Trus Frame	Roof Structures	60

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Gross Regional Product (2017)

Industry	2017 GRP
Roasted Nuts and Peanut Butter Manufacturing	\$60,011,019
Local Government, Excluding Education and Hospitals	\$27,184,613
Truss Manufacturing	\$20,968,517
Elementary and Secondary Schools (Local Government)	\$18,164,552
Crop Production	\$11,772,404
Asphalt Paving Mixture and Block Manufacturing	\$11,264,617
Postharvest Crop Activities (except Cotton Ginning)	\$10,364,234
Other Animal Food Manufacturing	\$9,815,658
General Freight Trucking, Local	\$8,797,803
Farm and Garden Machinery and Equipment Merchant Wholesalers	\$8,639,035
Animal Production	\$7,951,668
Farm Supplies Merchant Wholesalers	\$4,900,278
Landscaping Services	\$4,848,173
Dry, Condensed, and Evaporated Dairy Product Manufacturing	\$4,821,311
Assisted Living Facilities for the Elderly	\$4,389,481
Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	\$4,377,157
Food Product Machinery Manufacturing	\$3,115,230
Transportation Equipment and Supplies (except Motor Vehicle) Merchant Wholesalers	\$2,611,960
Machine Shops	\$2,191,891
Framing Contractors	\$2,048,743

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‘Leakage ...’

Consumer and Industry Demand: Restaurant/Retail

NAICS	Demand for:	Demand met in region:	% Demand met in region:	Demand met by imports:	% Demand met by imports:	Total Demand
44	Retail Trade	\$300,300	0.7%	\$39,821,965	99.3%	\$40,122,265
72	Accommodation and Food Services	\$493,703	2.4%	\$20,400,597	97.6%	\$20,894,300
722	Food Services and Drinking Places	\$493,703	3.1%	\$15,347,807	96.9%	\$15,841,511

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Downtown Characteristics

- **Hughson Avenue serves as the 'Main Street' of Hughson.**
- **The Downtown Core extends from Santa Fe Avenue on the west to Seventh Street on the east (7-blocks).**
- **Streets within the Downtown Core are characterized by wide rights-of-way and diagonal parking.**
- **Existing street trees are sparse and lack shade characteristics.**
- **The Core Area is anchored by Dollar General.**
- **Most other Core Area businesses are operated by local residents ('Mom and Pop' stores).**
- **Downtown events (including parades, festivals, a farmers market, high school rallies, and holiday decorations) are an integral part of the Main Street experience.**
- **Most building facades align with the property lines; i.e., no projecting elements.**
- **Street corner improvements (including bollards, brickwork, banners, and landscape areas) have been constructed at several corners.**
- **Historic buildings dot the streetscape, but most stores and shops have not been architecturally updated.**

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Hughson Avenue at Charles Street



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Streetscape Between 4th and 5th Streets



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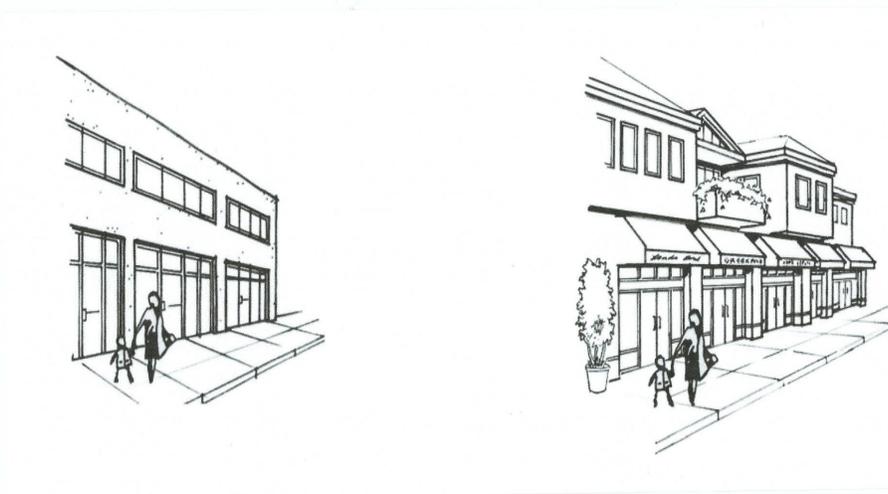
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Revitalization Design Considerations

<p>Community Identity The Brand Types of Business</p> <p>Streetscape Vehicle Access Pedestrian Access Intersection Treatment Landscaping/Trees Street Furniture Street Art</p> <p>Entrance Features Traffic Circle (Roundabout) Gateway Arch Water Tank</p> <p>Special Events Parades Celebrations</p>	<p>Gathering Places Pedestrian Orientation</p> <p>Façade Consideration Architectural Style (brick-metal-wood)</p> <p>Signage Street Signs Directional Signs/Wayfinding Sign Control/Review</p> <p>Other Issues Pedestrian/Vehicle Conflicts Interface with High School Kids/Teenager Activities Food Trails Historic Preservation Dog Park (Offsite)</p>
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Building Facades



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Gateway Arch



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CPAT Approach to Revitalization

The CPAT Team came to Hughson for a two-day Workshop on Thursday, July 12th and Friday, July 13th.

Thursday consisted of a series of meetings with local Stakeholders including Agricultural Interests, the Chamber of Commerce, Downtown Business and Property Owners, and Service Clubs and Organizations. The day culminated with a Team presentation and discussion at a joint City Council-Planning Commission-Park & Recreation Commission meeting.

Friday consisted of a 'charrette' type exercise, where participants from Thursday returned to participate in a 'map exercise' and a discussion to propose economic and revitalization solutions.

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A Strategy for Revitalization

Public Sector

1. Develop a signage program to direct potential customers into the Downtown.
2. Rehab the Hughson water tower as a focal point.
3. Begin planting shade canopy trees in new planters within diagonal parking areas along Hughson Avenue.
4. Utilize the vacant parcel between 3rd Street and Charles Street for a temporary plaza/outdoor movie space.
5. Construct a roundabout at the intersection of Santa Fe Avenue-Whitmore Avenue-Third Street.

Private Sector

1. Establish a Brew-Pub at the corner of Hughson Avenue and Charles Street.
2. Develop a 'Community Brand' to promote Hughson.
3. Establish a communications tool to link local businesses.
4. Expand the existing La Perla Tapatia Market to include a meat department and fresh produce.
5. Develop a 'Farm Trail' brochure highlighting nearby agricultural products.
6. Establish a 'Downtown Improvement District' to assist in funding revitalization projects.

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A Strategy for Revitalization

Public Sector

6. Develop a 'pocket park' and gathering place in the alley north of Main Street Bakery.
7. Develop a landscaped median with canopy trees in the center of Hughson Avenue starting at Santa Fe Avenue and proceeding east.
8. Erect an entry feature spanning Hughson Avenue near Second Street.
9. Construct a roundabout at the intersection of Santa Fe Avenue-Tully Road-Pine Street.
10. Add street art and furniture.

Private Sector

7. Utilize the pro-bono Team Architects to develop design ideas for individual buildings.
8. Reserve the block surrounded by Santa Fe Avenue-Hughson Avenue-Second St-Pine St as a future Supermarket.
9. Establish a new permanent 'Market Space' on Hughson Avenue to allow surrounding agricultural products to be sold at retail (nuts, flowers and plants, salsa, fruit, jams and jellies, peanut butter).
10. Construct a 'Boutique Hotel' on the vacant lot on the north side of Hughson Avenue.

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Out of the Fog Comes . . . Revitalization

