

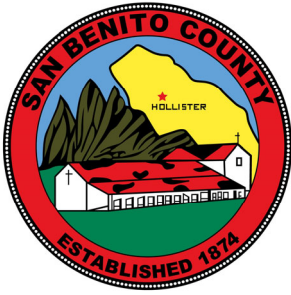
# **CERTIFICATE OF AGENDA POSTING**

## **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

A Special Committee Meeting scheduled for May 31, 2023, at 12 P.M. was posted at the San Benito County Administration Office, 481 Fourth Street, Hollister, CA, and on our county website, [www.cosb.us](http://www.cosb.us) on this 23rd day of May 2023, at 5:00 P.M. per Government Code Section 54956.

**X** *Gracie Rodriguez*

Gracie Rodriguez  
Associate Administrative Analyst



## SAN BENITO COUNTY Economic Development Committee

**Committee:**  
**Board Supervisor Mindy Sotelo, Chair**  
**Board Supervisor Angela Curro, Vice Chair**

### **SPECIAL AGENDA** **Wednesday, May 31, 2023** **12:00 PM.**

**Community Foundation Epicenter**  
**San Andres Conference Room**  
**440 San Benito Street, Hollister, California**

**Please be advised the meeting will be IN PERSON with no Zoom availability.**

#### **Mission Statement**

*The County Economic Development Advisory Committee will recognize the public trust it holds, will on all occasions conduct business with honesty, integrity, and respect for the individual, and will hold the organization of the County government to that same standard.*

**The San Benito County Economic Development Advisory Committee welcomes you to this meeting and encourages your participation.**

#### **Written Comments & Email Public Comment**

Members of the public may submit comments via email by 5:00 PM on the Monday prior to the meeting to the Associate Administration Analyst at [grodriguez@cosb.us](mailto:grodriguez@cosb.us).

#### **Public Comment Guidelines**

- A.** The Committee welcomes your comments.
- B.** Each individual speaker will be limited to a presentation total of three (3) minutes or some other time as may be designed by the Chair.
- C.** Please keep your comments brief, and to the point, and do not repeat prior testimony, so that as many people as possible can be heard. Your cooperation is appreciated.

If you have any questions, please contact Gracie Rodriguez, at (831) 636-4000, or email [grodriguez@cosb.us](mailto:grodriguez@cosb.us)

**The San Benito County Economic Development Advisory Committee welcomes you to this meeting and encourages your participation.**

- *If you wish to speak on a matter that does not appear on the agenda, you may do so during the Public Comment period at the beginning of the meeting. Except as otherwise provided by law, no action shall be taken on any item not appearing on the agenda. When addressing the Committee, please state your name for the record. Please address the Committee as a whole through the Chair.*
- *If you wish to speak on an item contained in the agenda, please seek recognition from the Chairman prior to consideration of the item.*

## 12:00 PM CALL TO ORDER

### 1. PLEDGE OF ALLEGIANCE.

Supervisor Sotelo will lead the Pledge of Allegiance.

### 2. ROLL CALL.

### 3. ACKNOWLEDGE THE CERTIFICATE OF POSTING

4. PUBLIC COMMENT: *Opportunity to address the Committee on items of interest not appearing on the agenda. No action may be taken unless provided by Govt—code Section 54954.2.*

5. MINUTES: Approve Economic Development Advisory Committee action minutes for March 30, 2023, and May 03, 2023.

## REGULAR AGENDA

6. DISCUSSION: Review the current committee meeting schedule, and consider new dates and/or times for the Committee to meet. Consider options and discuss Zoom usage, including but not limited to discontinuing Zoom to conduct in-person meetings, using a hybrid meeting model, etc., while considering public and Committee guest participation. Provide staff direction and approve committee meeting modifications as discussed.

7. DISCUSSION: Continue discussion regarding, but not limited to, local attractions, gathering an inventory of local attractions, next steps, and update from GO-Biz representative on grants, programs, and funding opportunities available to promote and enhance tourism within the County of San Benito County and local jurisdictions. Provide direction as desired.

8. DISCUSSION: Open discussion on an Economic Development Meet and Greet event to allow professionals to connect, develop existing relationships in and out of the network, add new connections, and explore new avenues of attracting and enhancing economic growth. Provide direction regarding the next steps as desired.

9. DISCUSSION: Open discussion on Strategic Planning related to, but not limited to economic development. Provide direction as desired.

10. COMMITTEE REPORTS. No discussion of these items shall occur, but the Committee may direct any reports to be agendized for a future meeting.

11. FUTURE AGENDA ITEMS., No discussion of these items shall occur, but the Committee may direct any reports to be agendized for a future meeting.

## **ADJOURNMENT:**

*As required by Gov. Code Section 54957.5 any public record distributed to the San Benito Economic Development Committee less than 72 hours prior to this meeting in connection with any agenda item shall be made available for public inspection at the office of the Clerk of the Board, San Benito County Administration Building, 481 Fourth Street, Hollister, CA 95023. Public records distributed during the meeting will be available for public inspection at the meeting if prepared by the County. If the public record is prepared by some other person and distributed at the meeting it will be made available for public inspection following the meeting at the office of the Clerk of the Board.*

***In compliance with the Americans with Disabilities Act (ADA) the Board of Supervisors meeting facility is accessible to persons with disabilities. If you need special assistance to participate in this meeting, please contact the Clerk of the Board's office at (831) 636-4000 at least 48-hours before the meeting to enable the County to make reasonable arrangements to ensure accessibility.***



**SAN BENITO COUNTY  
Economic Development Committee**

**Committee:**

**Chair of Board of Supervisors: Mindy Sotelo, District 3  
Vice-Chair of Board of Supervisors: Angela Curro, District 4**

**SPECIAL AGENDA MINUTES**

**Thursday, March 30, 2023  
12:00 P.M.**

San Benito County Administration Building  
Board of Supervisors Chambers  
481 Fourth Street, Hollister, California

**10:00 A.M. CALL TO ORDER**

- 1. PLEDGE OF ALLEGIANCE.

*The Pledge of Allegiance led by Supervisor Curro, District #4*

- 2. ROLL CALL.

*Sotelo X  
Curro X*

- 3. ACKNOWLEDGE THE CERTIFICATE OF POSTING

*Motion to Acknowledge Certificate of Posting:  
Made by Supervisor Curro; Seconded by Supervisor Sotelo*

**2-0**

*For (2)  
Ayes: Curro, Sotelo*

*Against (0):  
Noes:*

- 4. PUBLIC COMMENT: *Opportunity to address the Committee on items of interest not appearing on the agenda. No action may be taken unless provided by Govt. Code Section 54954.2.*

*Public comment opened.  
Public comment closed.*

5. APPROVE MINUTES: Approve Economic Development Advisory Committee Minutes for February 27, 2023.

**MOTION**

*Motion to approve February 27, 2023, Economic Development Advisory Committee Meeting Minutes.*

*Made by Supervisor Curro; Seconded by Supervisor Sotelo*

**2-0**

*For (2)*

*Ayes: Curro, Sotelo*

*Against (0):*

*Noes:*

<b>REGULAR AGENDA</b>
-----------------------

6. DISCUSSION: Receive information and discuss Committee bylaws and ex-officio roles and duties within the Economic Development Advisory Committee pertaining to voting rights. Provide staff direction as desired.

*Associate Administration Analyst introduced the item and provided brief background information on the committee bylaws.*

*County Counsel, Barbara Thompson, provided comments. Traditionally in the County of San Benito, Ex-officio members have not been voting members. In Roberts's Rules of Order, Ex-officio members are voting members, and Rosenberg's Rules of Order does not reference Ex-officio membership. The Committee does not follow either of the Order of Rules. The Committee can clarify in the Committee bylaws whether ex-officio members have or do not have voting rights.*

*Public comment opened. No comments.*

*Kristina Chavez provided comments. Stated that ex-officio committee members having voting rights would benefit the Committee and is worth consideration.*

*Supervisor Curro is open to changing the bylaws to clarify that Ex-officio members have voting rights; Supervisor Sotelo is in agreement,*

*however, would like staff to look into the matter regarding committee members that may receive funding from the County and the conflict it may cause.*

*County Counsel provided feedback; staff will need to investigate which entities have a contract with the County for funding to determine the appropriateness of having ex-officio committee voting rights.*

*Supervisor Sotelo would like to make this an in-person meeting moving forward. Would benefit the Committee to have open discussions in person versus Zoom.*

*Supervisor Curro asked for clarification on the process to change the bylaws. County Counsel clarified that the Committee may recommend such changes to the Board of Supervisors.*

*Michelle Leonard, Chamber of Commerce, asked if it was possible to bring recommendations at a future meeting for further discussion. Would like to research other economic development committees.*

*Supervisor Sotelo provided some brief comments. Round table introduction of each representative. Heidi Balz, representing San Juan Bautista Business Association. Michelle Leonard, president and CEO of the San Benito County Chamber of Commerce, covers all of San Benito County. Shawn Herrera, Chamber of Commerce Board Chair; Amy Paris, Economic Development Corporation Coordinator. Renee Wells, Executive Director of Economic Development Corporation (EDC); Omar Rosa representing Downtown Hollister Association and on behalf of Jim Gillo the Business Council organization, and Kristina Chavez, President, and owner of Farmhouse Communications. Mayor Mia, representing the City of Hollister.*

*Mayor Mia provided brief comments on the composition of the Committee, committee goals, and the most reasonable 'place' to host the Committee.*

*Lizz Turner, representing the County Job Center. Aaron Johnson, Granite Rock, and EDC did express EDC does not take political positions but is more focused on education outreach.*

**Motion**

*Supervisor Curro made a motion to research bylaws with voting ex-officio members and address funding concerns at the Board of Supervisors Level and bring them back for discussion. Seconded by Supervisor Sotelo.*

**2-0**

*For (2)*

*Ayes: Curro, Sotelo*

*Against (0):*

*Noes:*

7. DISCUSSION: Discuss Committee collaboration with community organizations, roles, and responsibilities; establish economic development advisory committee goals and priorities for the foreseeable future, including but not limited to tourism Cienega wine trail, and provide staff direction as desired.

*Associate Administration Analyst introduced the item and provided brief background information. Kristina Chavez Wyatt previously shared a document with Supervisors and Staff, which was created in April 2022 by the EDC, which listed entities currently on the Committee and their duties. The document served as information.*

*Renee Wells did state the document was updated in July and recommends revisiting the document and making recommendations on updating the document.*

*Curro commented on the Economic Development Committee's priorities and recommended starting the discussions and holding off on a vote to move forward with projects until the committee bylaws are updated.*

*The purpose of this Committee is to revitalize the Community. Look at any potential funding opportunities to expand on economic development.*

*Curro stated the current goal is to set the vision for the Committee and collaborate on common goals while working independently. Would like*



*to focus on economic development without bringing up the tax base and without taxing community goals.*

*A further dialogue ensued regarding the vision of the Committee and Countywide goals of expanding tourism.*

*Mayor Mia commented on the wine country expansion and trials and would like more collaboration among the wineries. Would like to see something like the Paso Robles winery coalition.*

*Aaron Johnson referenced and recommended a presentation and discussion on the Comprehensive Economic Development Strategy to understand the projected projects. CEDS may serve as a springboard where there is consensus.*

8. COMMITTEE REPORTS. No discussion of these items shall occur, but the Committee may direct any reports to be agendaized for a future meeting.

*The Chamber of Commerce representative requested that the committee members bring actionable items back to the Committee for further discussion. Look into breweries and wineries in respective areas to work on a wine trail that would benefit all the communities.*

*Public comment opened; closed.*

9. FUTURE AGENDA ITEMS., No discussion of these items shall occur, but the Committee may direct any reports to be agendaized for a future meeting.

*Public comment opened; closed.*

*Define the roles of committee members.*

*Look at the CEDS presentation.*

*GO-Biz presentation.*

*Report back on wineries, taprooms, etc.*

**ADJOURNMENT:**

Adjourn Economic Development Advisory Committee to the next regularly scheduled meeting on April 27, 2023, at noon.

**MOTION**

*Motion to adjourn committee meeting made by supervisors Curro, seconded by Sotelo.*

**2-0**

*For (2)*

*Ayes: Curro, Sotelo*

*Against (0):*

*Noes:*



**SAN BENITO COUNTY  
Economic Development Committee**

**Committee:**  
**Chair of Board of Supervisors: Mindy Sotelo, District 3**  
**Vice-Chair of Board of Supervisors: Angela Curro, District 4**

**SPECIAL AGENDA MINUTES**  
**Wednesday, May 3, 2023**  
**10:00 A.M.**

Community Foundation Epicenter  
San Andres Conference Room  
440 San Benito Street, Hollister, California

**10:00 A.M. CALL TO ORDER**

- 1. PLEDGE OF ALLEGIANCE.
- 2. ROLL CALL.

*Sotelo X*  
*Curro X*

- 3. ACKNOWLEDGE THE CERTIFICATE OF POSTING

*Motion to Acknowledge Certificate of Posting:*  
*Made by Supervisor Curro; Seconded by Supervisor Sotelo*

**2-0**

*For (2)*  
*Ayes: Curro, Sotelo*

*Against (0):*  
*Noes:*

- 4. PUBLIC COMMENT: *Opportunity to address the Committee on items of interest not appearing on the agenda. No action may be taken unless provided by Govt. Code Section 54954.2.*

*Public comment opened.*  
*Public comment closed.*

## REGULAR AGENDA

5. DISCUSSION: Discuss bylaws for the Economic Development Committee including but not limited to member composition, committee roles, etc. and provide staff direction.

*The committee chair moved the item to the end of the agenda for open discussion. Supervisor Sotelo provided brief comments. The committee chair, with support, opted to maintain the current bylaws and emphasize the collaboration of committee members and organizations.*

**Presentation only; no action taken.**

6. PRESENTATION: Receive informational presentation from GO-Biz representative(s) on the Community Economic Resilience Fund (CERF), open discussion, and provide staff direction if necessary.

*The Committee received a presentation from Brian Coleman, regional economic recovery coordinator for the central coast region of California's Governor's Office of Business and Economic Development (GO-Biz), on the CERF program, which supports equitable and sustainable economic development across the state. The program is structured into two phases. Phase one is a two-year planning phase.*

*Central Coast region comprises six counties, Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, and Ventura.*

*Last fall, there was a competitive bidding process for a 5 million planning grant to manage and facilitate the planning; three economic development organizations were awarded – Monterey Bay Economic Partnership, REACH Ideas + Action for Thriving Central Coast, and Economic Development Collaborative, which have formed a coalition known as Uplift Central Coast. The planning phase was recently launched, held its kick-off in March, and worked on building the coalition's structure.*

*The Uplift coalition is electing nominees to fill coalition subcommittees tasked with essential duties and tasks and looking for input during the planning phase. The planning phase aims to develop economic development strategies and regional economic development strategies for project funding submissions.*

*A webinar recording and slide deck are available on their site (<https://reachcentralcoast.org/upliftcentralcoast/>) and would encourage the economic development advisory committee to participate.*

*Renee Wells has submitted nominations and is still pending notification.*

*A further dialogue ensued regarding what projects and developments may come as a result and what can be supported during the planning phase.*

*Clarification – the planning phase does not intend to overcome standing economic development strategies but to incorporate such techniques with new strategies.*

**Presentation only; no action taken.**

7. PRESENTATION: Receive informational presentation from Economic Development Corporation representative on the Comprehensive Economic Development Strategy (CEDS), open discussion and provide staff direction if necessary.

*Economic Development Corporation of San Benito County Executive Director, Rene Wells, presented on the CEDS. EDC has submitted the second version of the CEDS to the strategy committee for review and discussion. The CEDS will be released for public review in June. It will go to the board of supervisors and the Economic Development Administration after public review.*

*Matters that need addressing within the CEDS are incentives within San Benito County and incorporated cities; there are challenges with new investments in the business industry. The cost of doing business in the area is higher, and utility needs for business are another challenge. With no utilities, it becomes a problem for retention efforts. Other areas of interest are maintaining the hospital, revitalizing downtown, broadband, protecting Prime ag land, etc.*

*The Committee provided comments. Supervisor Curro asked how the County and organizations plan to collaborate with the High School(s) and Gavilan College to better the workforce and retain workers in the area. There is already some collaboration; however, there is room for further opportunities. Need to invest in the youth of the community.*

*A further dialogue ensued among the Committee on programs, internships, and funding opportunities that are currently available.*

*Sotelo questions if the past CEDS is reviewed to determine what accomplishments were and what is continually moving forward. Economic Development Corporation conducts its due diligence to capture the best projects to move forward with.*

Public comment opened; closed.

**Presentation only; no action taken.**

8. DISCUSSION: Receive committee reports on local wineries, taprooms, local attractions, etc. throughout the County. Discuss the next steps and provide staff direction as necessary.

*Michelle Leonard, President/CEO of the San Benito County Chamber of Commerce, opened the discussion. The last Economic Development Advisory Committee meeting discussed assessing each jurisdiction's assets – wineries, taprooms, etc. Highlighted what is currently in place to highlight local attractions; however, there are still areas for improvement. Asking that each organization work on determining their local interests and collaborate in structuring a database and program, Michelle shared a Google sheet with the Committee to input data.*

*Public comment opened, closed.*

*Further dialogue on how to best engage visitors; having the inventory is the first step, then determining the following steps, how to move forward, and what travel tourism could be. And how to market it as a tourist attraction. Education is crucial; what does San Benito County represent, and what attracts visitors? Can connect tourism to road improvements.*

*Supervisor Sotelo asked if GO-Biz has any grants or funding for tourism or similar programs that encourage tourism and economic development.*

**Presentation only; no action taken.**

9. COMMITTEE REPORTS. No discussion of these items shall occur, but the Committee may direct any reports to be agendaized for a future meeting.

*No comments.*

10. FUTURE AGENDA ITEMS., No discussion of these items shall occur, but the Committee may direct any of the reports to be agendaized for a future meeting.

- *Continue the discussion on local attractions, inventory, next steps, and update from the GO-Biz representative on grants, programs, and funding availability.*
- *Economic development meet and greet.*
- *Economic development advisory committee meeting schedule.*

**ADJOURNMENT:**

**MOTION**

*Motion to adjourn committee meeting made by supervisors Curro, seconded by Sotelo.*

**2-0**

*For (2)*

*Ayes: Curro, Sotelo*

*Against (0):*

*Noes:*

*As required by Gov. Code Section 54957.5 any public record distributed to the San Benito Economic Development Committee less than 72 hours prior to this meeting in connection with any agenda item shall be made available for public inspection at the office of the Clerk of the Board, San Benito County Administration Building, 481 Fourth Street, Hollister, CA 95023. Public records distributed during the meeting will be available for public inspection at the meeting if prepared by the County. If the public record is prepared by some other person and distributed at the meeting it will be made available for public inspection following the meeting at the office of the Clerk of the Board.*

**Economic Development Advisory Committee Schedule**

<b>Time</b>	<b>Date</b>
12:00 PM	Wednesday, May 31, 2023
12:00 PM	Thursday, June 22, 2023
12:00 PM	Thursday, July 27, 2023
12:00 PM	Thursday, August 24, 2023
12:00 PM	Thursday, September 28, 2023
12:00 PM	Thursday, October 26, 2023
12:00 PM	Thursday, November 23, 2023
12:00 PM	Thursday, December 28, 2023