



## SAN BENITO COUNTY Economic Development Committee

*Committee:*

*Vice Chair of the Board of Supervisor Bob Tiffany, District 4 and  
Board of Supervisor Peter Hernandez, District 3*

### AGENDA MINUTES

**Thursday, April 14, 2022**

**12:00 P.M.**

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

#### 12:00 P.M. CALL TO ORDER

1. ROLL CALL.

*Peter Hernandez*      X    
*Bob Tiffany*          X  

2. ACKNOWLEDGE CERTIFICATE OF POSTING

*Motion to acknowledge certificate of posting:*

*Made by **Supervisor Hernandez** and Seconded by **Supervisor Tiffany***

**2-0**

*For (2)                                      Against (0):*  
*Ayes: Tiffany, Hernandez              Noes: -*

3. 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.*

4. Approve minutes for March 10, 2022

**MOTION:**

*Motion to approve minutes for March 10, 2022, Economic Development Committee meeting.*

*Made by **Supervisor Hernandez**, seconded by **Supervisor Tiffany***

2-0

For (2)

Ayes: Tiffany, Hernandez

Against (0):

Noes: -

## REGULAR AGENDA

5. PROPOSED RESOLUTION PURSUANT TO AB 361- Adopt the proposed resolution authorizing teleconferencing options for meetings of the Committee for the period of April 14, 2022, through May 14, 2022, pursuant to AB 361.

### **MOTION:**

*Motion to approve proposed resolution as presented.*

Made by **Supervisor Hernandez** and seconded by **Supervisor Tiffany**

2-0

For (2)

Ayes: Tiffany, Hernandez

Against (0):

Noes: -

6. Receive updates from Economic Development Corporation to include but not be limited to progress on the County of San Benito Comprehensive Economic Development Strategy and other activities.

*Rene Wells, Executive Director for the Economic Development Corporation of San Benito County gave overview presentation on the Comprehensive Economic Development Strategic Plan and other activities.*

*Supervisor Tiffany provided some highlights on the updated Memorandum of Understanding (MOU) between the County of San Benito and the Economic Development Corporation (EDC) of San Benito County. Language within the MOU references EDC assisting incoming businesses and current business wanting to expand.*

*Supervisors Tiffany requested an item concerning an incentive program to be brought back for discussion. County staff in the previous year had worked on an incentive program, first of its kind for the County, for incoming business and expanding businesses and were close to completion.*

*Public comment opened.*

*Public comment closed.*

***No action taken; discussion only***

7. Receive update on Grant Writer for County of San Benito activities and provide staff direction, if desired

*Graciela Rodriguez, Associate Administrative Analyst, provided the committee with brief status update regarding grant writing services. County, after due diligence, will be contracting with California Consulting Inc. for its grant writing services.*

*County Administrative Officer (CAO) provided further comments. The request to seek out a grant writer came from the Board of Supervisors and fell under the Economic Development Committee's tasks to have County staff to follow through with seeking proposals and recommending the best suited agency to move forward with.*

*California Consulting Inc. representative, Steve Samuelian & Dan Rodriguez provided a brief introduction, history of California Consulting Inc. and goals to accomplish.*

*Supervisor Tiffany highlighted the need to have the Contractor collaborate with department heads, state lobbyist and other agencies to move forward with grants seamlessly.*

*Public Comment Opened.*

*Kristina Chavez, Business Council: would like to put emphasis on the HWY 152 commercial trade corridor and realignment of 152/25*

*Public comment closed.*

*Supervisor Hernandez provided some brief comments.*

***No action taken; discussion only***

8. Receive informational presentation from San Benito County Workforce Development Board on a range of workforce development activities.

*Enrique Arreola, Deputy Director, representing the San Benito County Workforce Development Board (WDB), provided a presentation on the history, tasks, duties, and services provided by the County's WDB and all other Boards across the State. Highlight upcoming trainings such as SB1 Pre-apprenticeship-Building& Construction Trades, Regional Equity & Recovery Partnerships, etc.*

*Public Comment Opened.*

*Fran – San Juan Bautista Business Association – requirements for licenses  
Kristina Chavez – Business Council, had a couple of questions regarding vacancies, challenges, programs etc.  
Rosa Fernandez – San Benito Health Foundation*

*Public Comment Closed*

***No action taken; discussion only***

9. Discuss the California Microbusiness COVID-19 Relief Grant Program and provide staff direction, if desired.

*Graciela Rodriguez, Associate Administrative Analyst, provided the committee with a status update on the Microbusiness Grant Program, how many applications have been received, where individuals can locate information.*

*Supervisor Tiffany asked what type of outreach has been conducted and whether staff can attend the Hollister Downtown Association Farmers Market for further outreach.*

*Staff have established a working group consistent of Economic Development Corporation, City of Hollister, City of San Juan Bautista, Chamber of Commerce, and other agencies to promote the grant program. Other outreach methods include webinars, flyers, and word of mouth.*

*Public Comment Opened*

*Kristina Chavez – send bilingual letter to all registered businesses, cold calls, PR*

*CAO Ray Espinosa provided a brief update on the open Public Information Officer position and will be conducting review of applications soon.*

*Cindy – Cal Coastal*

*Fran – have staff work at local banks to provide grant information.*

*Renee Wells – suggested another option to promote grant program via Benitolink, news outlet.*

*Brian Foucht – suggested calling registered Home Occupations*

*Public Comment Closed.*

***No action taken; discussion only***

10. Discuss Programs/activities to increase San Benito County tax base and provide staff direction, if desired.

*Dulce Alonso, Senior Administrative Analyst, provided an overview of previous Economic Development goals from prior years and acknowledged what goals have been accomplished and which goals the County is still pursuing.*

*CAO provided further information on the Sales Tax measure; the Board of Supervisors had requested to hold off until after budget hearings. Will not be moving forward with a poll now. Other items to address are the general plan, commercial development, sales tax for larger projects and other.*

*Supervisor Tiffany provided some brief comments on the incentive program, sales tax, tax sharing agreement, and other.*

*CAO highlighted that sales tax is important for the county.*

*Supervisor Tiffany asked where we stand in updating the financial impact of the County.*

*CAO provided some insight and will be bringing back information on the 9111 report, financial report, at a future committee meeting.*

*Kristina Chavez, Business Council representative, would like to enforce Supervisor Tiffany's request of discussing Sales Tax specifically the 9111 report on the initiative, furthermore, impacts on other communities that have had the similar initiatives passed throughout California as well as those communities who have effectively defeated them.*

*Public Comment Opened.*

*Public Comment Closed.*

***No action taken; discussion only***

11. Discuss by-laws for the Economic Development Committee and member composition and provide staff direction, if desired.

*Dulce Alonso, senior analyst, introduced the item and provided an update on the direction received for the member composition of the Committee and goals. Composition of committee consist of two supervisors, and five ex-officio members made up San Benito County Business Council, San Benito County Chamber of Commerce/Foundation, Hollister Downtown Association, Economic Development Corporation of San Benito County, San Juan Bautista Economic Development Citizens Advisory Committee/San Juan Bautista Committee.*

*Direction was requested for addressing a conflict of scheduling and attendance of the San Benito County Chamber of Commerce and how appointment of Ex-officio would work.*

*Supervisor Tiffany provided a few comments and clarity on voting members.*

*Supervisor Hernandez provided comments and expectations for the committee. Suggested that each agency assign a representative to attend the meetings.*

*Supervisor Tiffany opened comment period for the ex-officio agencies to provide input on representation.*

*Brian Foucht, representing San Juan Bautista, suggested having a primary representative and an alternate to attend the Economic Development Committee meetings.*

*Christina Chavez, Business Council, agreed with Brian Foucht' comment of primary and alternate. Also suggested having the City of Hollister at the table.*

*Committee will take into consideration inviting City of Hollister to attend Economic Development Committee meetings.*

*Brett Miller, City of Hollister, voiced their agreement to attend meetings.*

*Senior Analyst, Dulce, moved onto second matter, scheduling of Committee meetings addressing the current conflict of schedule affecting ex-officio members. Asked for direction on how to proceed.*

*Supervisor Tiffany provided direction to send out an email to compromise on a better time and/or date for all members to attend.*

*Chamber provided their input on having one member from*

*Public comment opened  
Public comment closed.*

***No action taken; discussion only***

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

*Supervisor Tiffany opened item and summed up requests: Incentive program, Microbusiness Grant Program, update on Sales Tax – timing and initiative financial report, would like to incorporate into agenda a section for each ex-officio organization to report out moving forward*

*Kristina Chavez, Business Council representative, recommends the following topics: Housing – lack of volume and type, incentive program for employer provided housing, Energy for current and future needs electric and gas, status of Business License program and collection of quarry impact fees – utilize for road improvement, Landfill – imperative every business receive information regarding to current services as well as the application for expanding the landfill*

*Public comment opened  
Public comment closed.*

*Supervisor Hernandez provided closing comments and is requesting to have a strategy session to determine goals that the committee can pursue.*

*Staff recommendation for goal setting is have each supervisor sit down with staff in preliminary discussion prior to bringing an item to the entire committee.*

**MOTION:**

*Motion to adjourn meeting made by **Supervisor Hernandez** seconded by **Supervisor Tiffany***

**2-0**

*For (2)*

*Ayes: Tiffany, Hernandez*

*Against (0):*

*Noes: -*

**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.***