



CITY COUNCIL - ECONOMIC STRATEGY COMMITTEE MINUTES

Friday, February 28, 2014

9:00 – 11:00 A.M.



**MEETING LOCATION: UPSTAIRS LARGE CONFERENCE ROOM, CITY HALL
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

CALL TO ORDER 9:00AM

PRESENT **Committee Members:** Steve Martin, Fred Strong; **City staff:** Jim App, Meg Williamson; **Guests:** Zoe Taylor, Gina Lucich-Fitzpatrick, Norma Moye.

PUBLIC COMMENT None.

DISCUSSION

1. Work Mission / Purpose

(Committee Discussion / Action)

The committee expressed the desire to diversify the city's economic development efforts, which should include a heightened emphasis on multi-sector industry development and diversity of jobs with increased earning potential.

2. Chamber of Commerce Business Plan Presentation

(Chamber of Commerce)

Zoe Taylor, Interim CEO of the Chamber of Commerce and Gina Lucich-Fitzpatrick, Branch Manager for Mission Community Bank/Chamber Board Member and Vice Chair of the Chamber's North County Business Development Division co-presented the Chamber's 2014 Business Plan as it applied to the City's adopted Economic Strategy.

The Chamber presentation outlined a work plan to meet their Business Development Division goal of establishing the Paso Robles Chamber of Commerce as the North County leader in economic development. This plan covered initiatives for business retention/expansion, business visitation and industry roundtables, business recruitment, surveys and reporting, along with enhanced business education and services.

The Chamber presentation outlined a work plan to meet their Visitor Center Division goals that will enhance the visitor experience through improved collaboration with tourism/business groups, new information technical methods, visitor center infrastructure improvements, and initiation of volunteer/ambassador program to extend visitor center hours and presence at key visitor arrival gateway (e.g. airport & train station) and special events.

3. Future Structure and Work of the Committee

(Committee Discussion / Action)

The committee consensus was that the Chamber's 2014 Business Plan was well tailored to the focus of diversified business development (retention/expansion/recruitment and visitor services teamed with community development and governmental relations). The committee concluded that they would meet on a quarterly basis to track the progress of the Chamber of Commerce's business development efforts and report out and/or make recommendations to the full City Council as may be appropriate.

ADJOURNMENT 10:35AM to a date to be determined.