

CITY OF VENTURA
ECONOMIC DEVELOPMENT COMMITTEE

Cheryl Heitmann, Committee Chair
Matt LaVere, Councilmember
Jim Friedman, Councilmember

Barry Fisher, Deputy City Manager
Estelle Bussa, Economic Development Manager

REGULAR MEETING
TUESDAY, MARCH 3, 2020 at 2:00 P.M.
CITY HALL – SANTA CRUZ ROOM
501 POLI STREET, VENTURA

The public has the opportunity to address the Economic Development Committee on any item appearing on the agenda. Persons wishing to address the Committee should fill out a "Speaker Form." If a member of the public wishes to comment on an item and does not want to speak before the Committee, the person may complete a "Comment Form." The Chairperson will acknowledge comments for the record.

ROLL CALL

PUBLIC COMMUNICATIONS

COMMITTEE BUSINESS

1. Minutes

RECOMMENDED ACTION: Approve the Action Minutes from January 7, 2020.

2. Selection of Economic Development Vice Chair

ACTION: Select a Vice Chair for the Economic Development Committee.

3. Economic Development Strategy Discussion

Present initial outline of Economic Development Strategy and outreach strategy

ACTION: Receive and approve outreach strategy. Discuss initial strategic objectives and action items.

4. TOT Increase / Potential Ballot Measure

Discuss the option of placing a tax measure on the November ballot to increase the Transient Occupancy Tax (TOT) for calendar year 2021.

ACTION: Forward ED Committee recommendation to City Council.

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COMMITTEE AND STAFF COMMUNICATIONS

The next regularly scheduled meeting is April 1, 2020.

ADJOURNMENT

Staff Reports relating to agenda items are available in the City Manager's Office, 501 Poli Street, Room 201 during normal business hours as well as on the City's website: <https://www.cityofventura.ca.gov/AgendaCenter>. Materials related to an agenda item submitted to the Economic Development Committee after distribution of the agenda packet are available for public review in the City Manager's Office, 501 Poli St, Room 201, Ventura, CA 93001. This agenda was posted on Thursday, February 27, 2020 on the City Hall Public Notices Board.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the staff at (805) 677-3921 or the California Relay Service (866) 735-2929. Notification of (72) hours in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.