

ECONOMIC DEVELOPMENT COMMITTEE

Cheryl Heitmann, Committee Chair
Christy Weir, Committee Vice Chair
Jim Friedman, Councilmember

Dave Ward, Interim Community Development Director
Estelle Bussa, Economic Development Manager

REGULAR MEETING
TUESDAY, MARCH 5, 2019 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 February 5, 2019.

2. Review of City Development Process

Receive an update from Alex McIntyre, City Manager, regarding the City's efforts to examine the current Development Review Process.

ACTION: No action required. This item is for informational purposes only.

3. Q3/Q4 Sales Tax Update

Receive an update from Doug Jensen, Sr. Vice President, Avenu Insights & Analytics, regarding Q3/Q4, 2018 sales tax data (Jul-Sept and Oct-Dec, 2018).

ACTION: No action required. This item is for informational purposes only.

4. Economic Development Strategy Presentation

Presentation from Estelle Bussa, Economic Development Manager, on the topic of "What a Strategy IS and what a strategy IS NOT"

ACTION: No action required. This item is for informational purposes only.

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5. Partner Reports

- Chamber of Commerce
- Code Enforcement
- Downtown Ventura Partners
- EDC
- South Seaward Merchants Assoc.
- VCCAR
- VCCCD
- VCEDA
- Ventura Auto Center
- Ventura Port District
- Visit Ventura (VVCB)
- WCDC
- Wellness District
- WEV

ACTION: No action required. This item is for information purposes only.

COMMITTEE AND STAFF COMMUNICATIONS

The next regularly scheduled meeting is Tuesday, April 2, 2019.

ADJOURNMENT

Staff Reports relating to agenda items are available in the Community Development Department, 501 Poli Street, Room 133 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 Community Development Department, 501 Poli St, Room 133, Ventura, CA 93001. This agenda was posted on 02.28.19 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.