

MINUTES OF THE DAVIS CITY COUNCIL SPECIAL MEETING
Meeting of February 21, 2012

The City Council of the City of Davis met in special session beginning at 5:35 p.m. in the Community Chambers, 23 Russell Boulevard, Davis, California. The meeting was called to order by Mayor Krovoza.

Roll Call: Councilmembers Present: Sue Greenwald, Joe Krovoza, Stephen Souza, Rochelle Swanson, Dan Wolk

Councilmembers Absent: None

Other Officers Present: City Manager Steve Pinkerton, City Attorney Harriet Steiner, City Clerk Zoe Mirabile

Approval of Agenda Agenda was approved by consensus.

Economic Development Roundtable Discussion – Opportunities and Issues in Davis

Public comment:

- Nicholas Barry: Encourage residents to spend locally; currently working on incubator for community groups and non-profits.

Presentations:

Cultural Arts Committee: John Natsoulous and Bruce Playle

- Recently installed transmedia project; art pieces installed throughout downtown with embedded chips to direct viewers to websites containing information on the artists.
- Working towards creating a Cultural Arts District; City can help with providing locations, lighting and security for public art and identifying a city-owned site for a Greek Theatre.

Chamber of Commerce: Kemble Pope and Rose Chelowenski

- Goal is to strengthen relationship with UC Davis.
- Request Council enact a 10 day requirement for posting agendas/packets, only meet twice per month and adjourn no later than 11pm.
- City should plan publicly for loss of RDA funding, ask for community input.
- Suggest City dissolve the Economic Development Department and remove all staff; set a date certain in March for groups at this roundtable to present a succession plan to take over responsibilities.

Davis Downtown Business Association: Michael Bisch and Stewart Savage

- Private sector must be allowed to step up and address cuts.
- Propose greater effort to encourage residents to shop locally.
- Support creativity and innovation.
- City should remove constraints on building heights and restrictions regarding historic architecture; not enough broadband access.

- Regional marketing opportunities, forging alliances with stakeholders.
- Address parking issues and additional wayfinding.

Davis Roots: Andrew Hargidon

- Working to support emerging startups in Davis; bridge gap between University and City.
- Companies apply to Roots and are selected for mentoring; work 8-12 months in exchange for equity; those able to raise external funding will be placed in Davis office space to grow in town; successful companies will create value which feeds back in to the program.
- Want to move Institute events downtown; building local advisors/directors.

Designing a Sustainable and Innovative Davis Economy (DSIDE): Greg Harrington, www.dside.org

- Maintain good quality of life; support innovation, high-tech jobs.
- Foster partnerships, public and private sector, businesses of all sizes.
- Support City efforts to create benchmarks and measures of success.
- Businesses need reasonable assurance that they will be able to find location and proceed thru approval process.

University of California Davis: John Meyer and Dushyant Pathak

- Opening 31,000 sq. ft. Energy & Energy Efficiency Research Facility in the spring.
- Partnership with City in food-related businesses, looking to locate on campus or in city.
- UC Davis, City and County—joint planning area; will be redeveloping Solano Park and Nishi property; taking advantage of existing amenities.
- Need significant anchor tenants—corporations; create successful ecosystem.

Yolo County Visitors Bureau (YCVB): Alan Wilson and Wes Urban, www.ycvb.org

- Market cities and surrounding areas as prime tourist destinations.
- Davis is principal draw for visitation.
- Exposure is key; working on presence at more venues and trade shows.
- May call upon city employees or Councilmembers for support/resources.
- Developing standard process to respond competitively for event planners.

Question submitted from the audience:

1. What actions can the City Council recommend that could serve to harness these innovative opportunities?

Council comments:

- Facilitator of growth.
- Spread the message that Davis is the place to come.
- Certainty and getting to “Yes” – hold on to our core values.

Mayor Krovoza read the two remaining audience questions and indicated they would be given to the Business & Economic Development Commission.

2. Within a 20-30 mile radius of this meeting location, we have some of the most productive farmland in the world. How should Davis future economic development build on this?
3. What are the challenges and opportunities building a sustainable economy in the face of climate change and the City's Climate Action and Adaptation Plan?

Business and Economic Development Commission: Tracy Harris and Steve Boschken

- BEDC will take information, including all questions submitted, and continue to develop a workplan; will return to Council later in spring.

Adjournment Meeting was adjourned at 6:56 p.m.

Zoe S. Mirabile, CMC
City Clerk