

**MINUTES
JOINT COUNCIL/IMPROVEMENT AGENCY MEETING
MONDAY, APRIL 4, 2005**

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 9:59 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

ROLL CALL

Council/Agency: Council/Board Members Ashton, Ekbohm, Lieberman, Mayor Pro Tem/Vice Chair Versaw, and Mayor/Chair Shoals were present.

City/Agency Staff: City Manager/Executive Director Anderson, City Attorney/General Counsel Koczanowicz, City Clerk/Agency Secretary McMahon, Administrative Services Director/Finance Officer Chapman, Community Development Director/Deputy Director Raper, Police Chief Copsey, and Assistant Administrative Services Director Byrd were also present.

Also present was Economic/Organizational Development Consultant Bragdon.

PUBLIC COMMUNICATIONS The Mayor/Chair opened the floor to any member of the public for comment on items of interest which were within the jurisdiction of the City Council/Improvement Agency but were not listed on the agenda. No one responded and the Mayor/Chair closed the Public Communications segment for this portion of the meeting.

IMPROVEMENT AGENCY - CONSENT AGENDA

Upon unanimous consensus of the Board (5-0), Consent Agenda Item No. IA-1 was approved.

IA-1. Special Joint City Council/Improvement Agency Meeting of Tuesday, March 1, 2005; and Improvement Agency Meeting of March 7, 2005.

Action: Approved the minutes as submitted.

COUNCIL/IMPROVEMENT AGENCY - BUSINESS

CC/IA-1. Presentation of Final Study Results - The Buxton *Community ID* Retail Recruitment Program.

Referencing several documents on an overhead projector, Economic/Organizational Development Consultant Bragdon gave an overview of observations and findings from Phase II of the *Community ID* program that matched lifestyle profiles to national retailers. She gave examples of various potential retailers that "matched" the City's market trade area, economic outreach tools that would be provided to revitalize the West Grand Avenue corridor and strengthen existing businesses, and the estimated dollar value of \$855 million in potential demand spread across several retail categories specific to the City's market trade area. Economic/Organizational Development Consultant Bragdon and Executive Director Anderson responded to questions from the Board.

Brief discussion was held defining the study's "trade area" as the area within an eight to 10 minute drive from the Arroyo Grande/Grover Beach central location of Oak Park Boulevard and Grand Avenue; how the study was conducted in conjunction with information provided from the City of Arroyo Grande; how the information could be used by retailers, developers, local businesses, and entrepreneurs; and that the study's results indicated that a higher percentage level of residents and tourists with high income levels were the dominant retail/customer segment for the Grover Beach trade area.

Action: Upon consensus, the information was received and filed.

ADJOURNMENT

There being no further business to come before the City Council/Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 10:40 p.m.

CITY COUNCIL:

/s/ JOHN P. SHOALS, MAYOR

Attest: /s/ DONNA L. McMAHON, CITY CLERK
(Approved at CC Mtg April 18, 2005)

IMPROVEMENT AGENCY:

/s/JOHN P. SHOALS, CHAIR

Attest: /s/ DONNA L. McMAHON, AGENCY SECRETARY
(Approved at IA Mtg August 15, 2005)