

**MINUTES
IMPROVEMENT AGENCY MEETING
MONDAY, OCTOBER 2, 2006**

CALL TO ORDER Chair Versaw called the meeting to order at 7:33 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

ROLL CALL

Agency: Board Members Ashton, Ekbom, Shoals, Vice Chair Lieberman, and Chair Versaw were present.

Agency Staff: Executive Director Perrault, General Counsel Koczanowicz, Agency Secretary McMahon, Agency Finance Officer Chapman, Deputy Director Hansen, and Police Chief Copsey were also present.

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

CONSENT AGENDA

Prior to consideration of the Consent Agenda, Board Member Ekbom stated he would abstain from voting on the minutes of August 7, 2006, as he was absent from that meeting.

Upon consensus (Board Member Ekbom abstaining from the minutes of August 7, 2006 only), Consent Agenda Item No. IA-1 was approved as recommended.

IA-1. Minutes of the Following Improvement Agency Meetings:
Joint City Council / Improvement Agency Meeting of July 17, 2006;
Joint City Council / Improvement Agency Meeting of July 18 2006;
Joint City Council / Improvement Agency Meeting of July 19, 2006; and
Joint City Council / Improvement Agency Meeting of August 7, 2006.
Action: Approved the minutes as submitted (except for Board Member Ekbom, as he was absent from the meeting of August 7, 2006).

IMPROVEMENT AGENCY BUSINESS

IA-2. Proposed Agreement with the Economic Vitality Corporation for Economic Development Services.

Chair Versaw read the title to the foregoing item and deferred to staff for a report. For the information of those present, Executive Director Perrault gave an overview of the report. He stated that the proposed one-year agreement for economic development services through the Economic Vitality Corporation of San Luis Obispo County (EVC), in the amount of \$5,000, was part of the FY 07 Budget, which was approved by the Agency on August 7, 2006.

Chair Versaw invited Executive Director Mike Manchak of the Economic Vitality Corporation to address the Board. Executive Director Mike Manchak described the economic development services provided by the EVC on a county-wide basis, and thanked Chair Versaw and Board Member Shoals for their participation as members of the EVC Board of Directors.

Brief discussion was held on the role of the EVC, direct benefits to the City, and Mr. Manchak's role in the organization.

Action: It was m/s by Board Members Shoals/Ekbom to approve the proposed agreement and authorize the Executive Director to sign the agreement on behalf of the Improvement Agency. The motion carried on the following roll call vote:

AYES: Board Members Ashton, Ekbom, Shoals, Vice Chair Lieberman, and Chair Versaw.

NOES: Board Members - None.

ABSENT: Board Members - None.

ABSTAIN: Board Members - None.

IA-3. Proposed Agreement with the San Luis Obispo County Visitors and Conference Bureau.

Chair Versaw read the title to the foregoing item and deferred to staff for a report. For the information of those present, Executive Director Perrault gave an overview of the report. He noted that this was also a follow-up FY 07 Budget item, whereby the Agency would enter into a one-year agreement for tourism promotion services with the San Luis Obispo County Visitors & Conference Bureau in the budgeted amount of \$6,500.

Ms. Jonni Biaggini, Executive Director of the San Luis Obispo County Visitors & Conference Bureau, was invited to comment on this item. She thanked the Agency for its continued support of tourism in the County and emphasized the importance of the tourism industry to the County's economy.

Brief discussion was held, including county-wide impacts from the declining number of tourists to Hearst Castle, hotel occupancy rates, and services the Visitors & Conference Bureau would provide to Grover Beach under the proposed agreement. Upon question, Ms. Biaggini responded that the key to promoting Grover Beach was its events and access to the only "driveable beach" in California.

General Counsel Koczanowicz advised that the date of the contract should be modified from September 30, 2006, to October 15, 2006.

Action: It was m/s by Board Member Shoals/Vice Chair Lieberman to approve the proposed agreement, as modified, and authorize the Executive Director to sign the agreement on behalf of the Improvement Agency. The motion carried on the following roll call vote:

AYES: Board Members Ashton, Ekbohm, Shoals, Vice Chair Lieberman, and Chair Versaw.
NOES: Board Members - None.
ABSENT: Board Members - None.
ABSTAIN: Board Members - None.

IA-4. Authorization to Proceed with Economic Development Session to be Provided by the California Association for Local Economic Development (CALED).

Chair Versaw read the title to the foregoing item and deferred to staff for a report. For the information of those present, Executive Director Perrault gave an overview of the report regarding authorization to schedule a two-day professional advisory session with the California Association for Local Economic Development (CALED) for the purpose of developing a focused economic development strategy for the City.

He described the function of CALED and his previous experiences working with this organization in other cities. He requested the Board's input on needs to be addressed by the CALED team and noted that a group of community stakeholders would also be selected to participate in this opportunity to get an independent view of the community. He summarized the costs involved and noted that funds were available in the Agency budget.

Brief discussion was held on scheduling dates for the session, potential discussion topics, and community participants. The Board thanked Executive Director Perrault for bringing this topic forward.

Action: It was m/s by Board Member Shoals/Vice Chair Lieberman to: 1) authorize staff to proceed with the two-day economic development session to be provided by the California Association for Local Economic Development, 2) authorize the use of Agency funds as outlined in the staff report, and 3) schedule the workshops for Thursday and Friday, November 16 and 17, 2006. The motion carried on the following roll call vote:

AYES: Board Members Ashton, Ekbohm, Shoals, Vice Chair Lieberman, and Chair Versaw.
NOES: Board Members - None.
ABSENT: Board Members - None.
ABSTAIN: Board Members - None.

ADJOURNMENT

There being no further business to come before the Improvement Agency, Chair Versaw adjourned the meeting at 8:10 p.m.

/s/ LARRY VERSAW, CHAIR

Attest: /s/ DONNA L. McMAHON, AGENCY SECRETARY

Approved at IA Mtg 11/20/06)