Economic Development Committee Meeting/Retreat Minutes, Wednesday 12/14/16

Call to Order: Mike Miller (EDC Chair) at 8:00AM

Present: Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), Dan Karleskint (City Council and Substitute for Paul Joiner), Peter Gilbert (City Council), Matt Brower (City Manager). EDC Members: Cathi Ruff, Cherri Spriggs-Hernandez, Carol Witten, Joann Hilton, Jerry Harner, Matt Gardner, Vic Freeman

Excused Absences: Paul Joiner (City Council), Shawn Tillman (EDC Manager)

Motion for Minutes Approval: Motion by Joann Hilton, 2nd by Jerry Harner

Guests: None

Public Comment: None

Updates:

1. Jerry Harner shared his experience as Lincoln's first graduate of the Greater Sacramento Council's Champions Program, which is an eight-hour course of study. Jerry will submit a report to EDC and he recommended the book course resource "The Metropolitan Revolution".

2. Cherri Spriggs-Hernandez and Sally Welch attended the Greater Sacramento Annual Dinner and reported that it was highly successful with more than 1,000 attendees. The PR video and campaign "Beyond The Cow Bell" were introduced promoting the Greater Sacramento area, including Lincoln. Lincoln has a vested interest in Greater Sacramento Council, as "the place to do business".

Future Agenda Items:

1. EDC Awards Program: "Should awards be annually and at what levels?" Matt Brower suggested that a collaboration with Lincoln Chamber with "Proud Partner with EDC" stickers for display
2. Re-routing Truck Traffic – more of a Chamber issue than EDC, with input from EDC
3. Business Outreach – outreach initiatives to be discussed as possible metrics

Committee Business:

Agenda for EDC meeting was planned for 4 hours to include retreat, dealing with a three-step process to review:

1. Economic Development Action Plan
2. Specifics and identify Scorecard Performance Metrics
3. EDC Charter (from Lincoln City Council)

The retreat allows in depth evaluation of these three documents in order to formulate the Next Steps.

Presentation by Matt Brower (Substitute for Shawn Tillman)

The purpose of this retreat is to:

1. Obtain feedback from EDC for the January 11th & 12th Lincoln Staff Retreat,
2. Establish actionable directives
3. Clarify the language and meaning of the three documents
4. Coordinate the documents so that they are consistent with each other

Using power point, Matt Brower explained the Strategic Scorecard and how it measures outcome. He reviewed the ED Action Plan purpose, vision, mission, expectations, overview, and its values.

Economic Development is the business of achieving outcomes and results and ED needs to establish goals to do so. To develop goals ED needs scorecards to measure outcome. One has to identify the metric, however, these are caveats to consider:

1. Budget Impact
2. Resources Allocation
3. Time Frame

For example: Industrial tax county/city: "How much goes to city, school district, and county?"
Sales Tax and Property Tax contribute as the main revenue. Fees, licenses, and transfers are not main source.

Lincoln's 2016 Balanced Scorecard as developed by City Council and City Manager

The Four Drivers of Performance Measure Goals are:
1. Economic Development
2. Infrastructure
3. Organizational Excellence
4. Team Cohesion

The ED measure of the performance of the following would be monthly and YTD:
1. Business Climate,
2. Downtown Lincoln
3. Enhance Lincoln Regional Airport

EDC Priority is:
1. Strategic Scorecard and
2. Retention and Expansion

Business Climate is the main focus for the EDC, tracking and targeting the metric for:
1. Developer Customer Satisfaction
2. Builders Customer Satisfaction
3. Commercial Customer (Occupancy) Satisfaction

Strategic Action Plan:
Part of the mission statement and a main emphases for EDC is to achieve the vision by actively supporting the growth and expansion of existing businesses, recruiting businesses, and attracting new retail development to expand the Lincoln's tax base.

Mike Miller suggested focus energy on:
1. Data collection and analysis,
2. Communications: "What tools are needed for staff use?"
3. Specific metrics
4. Business and employment: "How can EDC move the dial?"

Retreat discussion focused on Business Climate, involving metric and targets. The assembly of data is key in measuring outcome. The specific goals for the EDC are to retain, grow, and attract business, and to gain general tax revenue from property and sales tax. Outreach initiatives need to be developed and implemented to "move the dial".

Charter Review:
EDC reviewed the aspects of composition, nomination and appointment, function and objective, removal, meeting minutes, chair and vice-chair terms, duties (to generate taxes and attract and retain business), reimbursements, special studies, and absences. The EDC meeting minutes draft needs to be sent to all EDC committee members, as soon as practical, before the next meeting. City staff needs to further define the staff policy and procedure for draft minutes evaluation and distribution. Suggested adjustments to EDC Charter are:

1. Specific policy and procedure need to be established for timely inter-committee communications
2. EDC adjust the "Sphere of Influence" (SOI) for number 3 to 5 regarding duties and objectives
3. Clarity of terms of leadership for committee chair and vice chair reevaluated
4. EDC Charter needs to be consistent with EDC Action Plan document

Updates:
An alternate date for the EDC January meeting was proposed, instead of the usual meeting date.

Next Steps Retreat Suggestions for Future Agenda:
Several ideas for future presentations to EDC:
1. Sales tax consultant present to explain the concept of tax leakage
2. The topic of jobs creations by various experts
3. "Sunset Project" topic presented by Sherri Conway, and her assistant, of Placer County Economic Development Board

Meeting Adjourned: 11:58AM by Chair Mike Miller
Respectfully submitted by Carol Witten, EDC Member