

## **REPORT TO CITY COUNCIL**

**DATE: NOVEMBER 28, 2007**

**TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL**

**FROM: GREG RAMIREZ, CITY MANAGER**

**BY: NATHAN HAMBURGER, ASSISTANT CITY MANAGER**

**SUBJECT: ESTABLISHMENT OF A BUSINESS TASK FORCE AND MEMBER APPOINTMENTS**

---

As one of the City Council's goals this current fiscal year, staff has worked with the Economic Development Committee to develop programs that improve the communication between the City and the business community, as well as enhance the services provided via the City. As a means to create a direct and open dialogue with a wide array of the local business community, the Economic Development Committee is recommending the establishment of a Business Task Force.

The makeup of the Business Task Force would include business owners and managers from various cross sections of the business community such as restaurants, hotels, professional services, commercial/retail, real estate, development, and furniture/home improvement. It is anticipated that ten to eleven members would be an appropriate sized committee to allow for diversity in business sectors in which the members derive from. The concept behind a task force this size is that it allows for feedback that is representative of the business community as a whole, while not being too large to agree on and accomplish a variety of objectives. The Economic Development Committee solicited a large number of local businesses to inquire whether or not they would be interested in serving in this type of capacity. The City Council was asked for input on any potential members and the Economic Development Committee met with a group of business leaders. A list of members to serve on this task force has been developed and has been approved by the Economic Development Committee. It is recommended that the City Council approve the proposed list of committee members and authorize the City Manager to select the any new members from the local businesses in the future should a vacancy occur.

The following are the proposed committee members and the business sector they represent:

- Ed Corridori, Business Services
- Michael DeGiosa, Restaurants
- Jason Fleming, Restaurants
- Matthew Huss, Hotels
- Laurel Kaufman, Furniture/Home Goods
- Kanen Kent, Professional Services

- Neal and Claudine Kramer, Restaurants
- Randee Paller, Real Estate
- Brad Rosenheim, Development Services
- Theresa Tuchman, Retail
- Jerome Wolf, Professional Services

The proposed members have met informally several times to discuss their interest, potential roles, scope of work and to help the committee and staff focus on the issues to be discussed and worked on; and thus have already shown a commitment to serve.

In order to keep a continuous line of communication open with the City Council, it is proposed that one Councilmember from the Economic Development Committee serve as a liaison to the task force and that the other Councilmember serve as an alternate liaison. The task force would select a Chair and Co-Chair to administrate their meetings with staff serving in a technical advisory role. Staff time devoted to this task force would consist of any research and information gathering related to potential programs and projects, agenda preparation, and assistance during the scheduled meetings. Staff time has been planned for as part of the approved Fiscal Year 2007-2008 work plan and is not expected to have any negative affects on other programs and services.

This task force would be tasked with presenting the true needs of the business community as a whole and providing insight into what role the City can play in addressing these needs. They would also serve as a sounding board for local businesses and would help develop meaningful business outreach projects and programs. The task force would work as a catalyst to promote a business friendly environment through their recommendations to the City Council.

As part of the approved Fiscal Year 2007-2008 budget, the City Council approved an earmark of \$15,000 to be utilized for business related programs and projects. The potential programs will be discussed and prioritized by the task force. The utilization of funds will be authorized by the City Manager.

## **RECOMMENDATION**

Staff respectfully recommends the City Council approve the formal initiation of the Business Task Force, approve the proposed committee members as presented, and authorize the City Manager to make the member appointments from the local business community as vacancies occur.