

## Lakeport Economic Development Advisory Committee (LEDAC) Meeting

Lakeport City Hall, 225 Park Street, Lakeport, CA

Wednesday, February 10, 2016

LEDAC members present: Melissa Fulton, Pam Harpster, Christine Hutt, Wilda Shock, Rebecca Southwick, Panette Talia. City staff: Margaret Silveira, Kevin Ingram. Guests: Mireya Turner, Claude Brown.

### **CALL TO ORDER; INTRODUCTIONS**

Meeting called to order at 7:40 a.m. by Wilda Shock, Chair.

### **LAKEPORT ECONOMIC DEVELOPMENT STRATEGIC PLAN – Working Session**

Kevin Ingram, Community Development Director, distributed the Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis developed by committee members at the January LEDAC meeting. Components of the list will be referenced during development of the ED strategic plan.

Ingram reviewed the sections of the City's **General Plan** relevant to three sections, enumerating the goals, policies and objectives for each:

- 1) Land use
- 2) Community design
- 3) Economic development

#### **Land Use Element:**

Downtown: emphasis on the historic character and mixed use. Focus: Main Street, Eleventh Street, Lakeport Boulevard as the primary commercial areas with public infrastructure needs to be met; create pedestrian-oriented scale; infill development (infrastructure already in place- utilize vacant spaces); services: water, sewer, storm water.

#### **Community Design Element:**

Façade improvements; need design guidelines; movement to form-based code, especially important in the downtown area (desirable to have buildings sited near the sidewalk with parking in the rear for pedestrian-oriented scale); new developments over ¾ acre to include public space; landscaping standards; review and revise sign ordinance (in compliance with recent Supreme Court ruling regarding content and not physical location).

#### **Economic Development Element:**

-Broadband – demonstrated need.

-Recognition and promotion: Lakeport resident population is 5,000 plus; employment and service area, daily population of 30,000-35,000.

-Reputation/perception of “not a good place to do business” needs to be changed.

-Development and infrastructure costs imposed on new projects.

-Inconsistent application of rules.

The recent approval by the City Council of minor zoning ordinance amendments and streamlined permit process will support increased transparency.

**Objectives:**

- Provide support for existing businesses with business-friendly environment
- Attract jobs (diverse local economy)
- Business promotion – provide information regarding City services and fees
- Review indexing of business taxes
- Leverage infill projects
- South Lakeport annexation policies (create balance between jobs and housing?)
- Work regionally for economic development improvement
- Communications – wireless/fiber optic/broadband

Ingram offered an update regarding the **Lakefront Revitalization Plan**: two proposals have been received. LEDAC members Fulton, Hutt and Shock will join Councilmember Turner on the consultant selection panel that will meet on February 16 to review the proposals. Workshops for public input will be an important component of the Plan.

The next LEDAC meeting on March 9 will focus on the **2003 Business Recruitment and Retention Strategy**.

Meeting adjourned at 9:00 a.m.

**NEXT MEETING: Wednesday, March 9, 2016, 7:30-9:00 a.m., Lakeport City Hall.**

Meeting notes by Wilda Shock, Kevin Ingram.