

*City of Sebastopol*  
*Incorporated 1902*

**BUSINESS OUTREACH COMMITTEE**  
***AGENDA***

Meeting of: Tuesday, January 10, 2012  
City Hall Conference Room  
7120 Bodega Avenue

11:00 A.M.

1. Call to order
2. Roll Call
3. Public Comments on Items Not on Agenda
4. Approval of Minutes, December 13, 2011
5. City Council/CDA Update (Jack Griffin)
6. Follow Up on BOC Town Hall/Economic Summit
7. Follow Up on Annual Work Plan (Chris Mann)
8. Next scheduled meeting: February 14, 2012
9. Future Agenda items
10. Announcements
11. Adjournment

Disability accommodation: If you have a disability that requires an interpreter or other person to assist you while attending this meeting, please contact the City Clerk at (707) 823-1153.

For more information regarding the Business Outreach Committee,  
please see the City web site at [www.ci.sebastopol.ca.us](http://www.ci.sebastopol.ca.us).

For economic development assistance, please contact Sebastopol's Economic Development Coordinator  
at (707) 823-8255 or see the City web site at [www.ci.sebastopol.ca.us](http://www.ci.sebastopol.ca.us).

City of Sebastopol  
Business Outreach Committee  
Minutes  
December 13, 2011  
City Hall Conference Room  
7120 Bodega Avenue

1. Call To Order: Chair Mann called the meeting to order at 11:00 AM.
2. Roll Call:

Present: Board members Kerwick, Takacs, Shaffer, Coffman, Kalembar, Ramondo, and Chair Mann. Also in attendance were Patrick Slayter, Alternate Member and Jack Griffin, City Manager.

3. Public Comment on Items Not on Agenda:

There were no public comments on items not on the agenda.

4. Approval of Minutes, November 8, 2011:

A motion was made by Mr. Coffman, seconded by Mr. Kalembar to approve the minutes. Motion passed unanimously.

5. City Council/CDA Update

Mr. Griffin provided an update to the Committee on the status of the CVS/Chase project as well as the Barlow project. Mr. Griffin stated that the Design Review Board has denied the CVS/Chase project and the applicant has appealed that decision to the City Council. The Council will hear the appeal on a date to be determined in January.

Mr. Griffin also stated that the State Supreme Court has heard arguments in the case regarding the elimination/modification to redevelopment agencies and is still expected to rule on that case in January of 2012.

Ms. Shaffer discussed the report that City staff is now providing the City Council regarding quarterly updates to the City's sales tax receipts. Mr. Griffin indicated that he will include the BOC members on the distribution list for that report.

6. BOC Town Hall/Economic Development Summit Follow-up

Ms. Shaffer discussed her idea for holding a Town Hall meeting similar in nature to the Town Hall meeting held in 2011. Ms. Shaffer discussed the benefits that the past Town Hall meeting provided and indicated that a new Town Hall meeting would be worthwhile and could also be used as a follow-up to the most recent Economic Summit.

Mr. Coffman expressed his agreement with the idea of another Town Hall meeting and felt the 2011 event was very worthwhile. Mr. Kalembar discussed the increased level of engagement in the community, particularly among the business sector and felt efforts should be made to further encourage that.

A general discussion ensued regarding whether there should be a Town Hall meeting separate from a more formal Economic Summit follow-up. Mr. Slayter felt that the Town Hall should be more informal and that they should be two separate events. There was general agreement to hold two separate events with the Town Hall in the late winter/ spring and the Economic Summit later in the year. Ms. Ramondo stated she thought it was important to that the summit be developed with reasonable expectations for outcomes.

7. Follow up on annual workplan:

Chair Mann stated that the main remaining issues were focused on marketing issues and that there was a subcommittee meeting following the meeting.

Mr. Kerwick updated the committee on Cittaslow issues.

Ms. Shafer discussed the Grange just outside of town and that it might provide opportunities for future partnerships.

Mr. Kerwick discussed the ongoing issues local employers are having in finding local qualified job applicants, particularly in the tech fields.

8. Next Scheduled Meeting will be on January 10, 2012.

9. Announcements:

Ms. Ramondo passed out nominations for Community Awards to be held in January, 2012.

10. Adjournment: The meeting adjourned at 11:35 AM.

Submitted by Jack Griffin, City Manager