

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE

July 10, 2019

2:00 pm

In attendance: Mayor Erik Peterson, Mayor Pro-Tem Lyn Semeta, Councilmember Mike Posey, Dave Kiff, Travis Hopkins, Kellee Fritzel, Robert Ramirez, Carlos Marquez, Antonia Graham, Julie Toledo, Ursula Luna-Reynosa, Stephanie Beverage, Julie Hall

Public: Kathryn Levassieur, Dianne Thompson, John Ehlenfeldt

Call to Order: 2:00 pm

1. Public Comments:

None

2. Minutes – April 24, 2019 approved unanimously.

3. Economic/Business Development

- a. Economic Development Update: Robert Ramirez reported the next Roundtable Meeting for the Bella Terra tenants/owners is scheduled on August 7, 2019, and the Broker's Breakfast is scheduled on Wednesday, July 21, 2019. We recently had a follow-up meeting with Pacific City and there will be a second meeting with the Downtown Property Owners, as requested.
- b. Sales Tax Sharing Agreements: Kellee Fritzel reported that Subaru is doing excellent and Jeep is doing well. Hyundai has been sold for the third time and the new owner wants to create a Genesis Dealership, and may ask for a Sales Tax Sharing Agreement. Alfa Romero is asking for potential again.

4. Real Estate

- a. Small Cell Sites – Discussion of Zone Pricing: Kellee Fritzel reported that Crown Castle requested staff to review different levels of pricing throughout the City. After the review of existing Agreements, the City has approved Agreements Citywide for \$2,000.

Antonia Graham reported that Crown Castle is a third party that does deals for Sprint and T-Mobile. She pointed out a map showing poles that are available, reserved or unavailable. The City of HB gets \$2,000 per pole no matter what area it is in. Crown Castle asked about zone pricing, but we are going to continue as is. HB is hot property. City owned poles have four (4) design standards which also helps keep the public happy. Carriers are focusing on densification of 4G, and 5G will not be out for a while.

- b. One Fine Blend – Lease Extension: Carlos Marquez reported that the coffee operator is on the Bottom Level of the Library, adjacent to the Maddy Room. The lease would be 3 years at \$750 per month, with a 3-6% annual increase, and have one additional three (3) year extension.

Stephanie Beverage stated that they have a good staff and have been consistent.

Councilmember Mike Posey asked about their annual sales. Kellee Fritzal stated she will find that information.

- c. Update on Pier Concessions: Carlos Marquez said that we received 6 proposals. Staff from Community Services, Finance, Public Works and the City Manager's Office reviewed. The top three proposals were identified, which were then forwarded to Marine Safety, Fire and PD. Received comments back from Marine Safety and PD, and waiting for Fire. The next step will be the interview panel.

5. Housing

- a. Update on Potential Projects: Kellee Fritzal reported that we are working with Jamboree Housing for a Senior Housing Project on Beach Boulevard and Main Street. We have the Title Report and Appraisal. This is currently in the planning process.

Meeting adjourned at 2:23pm till August 14, 2019.