



City of Huntington Beach

File #: 20-1592

MEETING DATE: 5/4/2020

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Oliver Chi, City Manager

Subject:

Recommendations for establishing the Huntington Beach Economic Recovery Task Force

Statement of Issue:

On April 20, at the Mayor's request, the City Council directed that staff develop guidelines for the creation of an Economic Recovery Task Force to address the issues associated economic impacts from COVID-19. The current pandemic presents unique challenges unlike previous economic downturns, which requires a strategic response at the local, State, and Federal levels of government. To assist with local economic recovery efforts, staff, working in conjunction with the Mayor, has developed proposed guidelines for the creation of the Huntington Beach Economic Recovery Task Force, to be comprised of business leaders from key industries in the city. This task force will provide insight and make recommendations to the City Council on how to structure recovery efforts, while balancing the health and safety needs of Huntington Beach residents and the local workforce.

Financial Impact:

None by this action.

Recommended Action:

A) Form a nine (9) member Huntington Beach Economic Recovery Task Force comprised of local business leaders to provide guidance and recommendations to the City Council on matters related to potential COVID-19 economic recovery efforts; and,

B) Appoint two members of the City Council to act as liaisons to the Task Force, including the Mayor and immediate past Mayor.

Alternative Action(s):

Do not approve the recommended actions and direct staff accordingly.

Analysis:

The emergence of the novel coronavirus (COVID-19) pandemic has triggered profound and lasting economic impacts worldwide, as well as to our local economies. Statewide "stay at home" orders,

including one issued by Governor Gavin Newsom on March 19, 2020, have made great strides to slow the rate of COVID-19 cases and protect public health. However, adherence to these orders has caused the majority of businesses and institutions to remain closed.

The impacts of these shut downs are seen in mass employee layoffs, permanent business closures, and disruptions to education, medical care, and other key sectors. Huntington Beach's local economy is experiencing significant financial strain, and there is a need to develop and implement a definitive plan to support economic stabilization, recovery, and resiliency during and after the COVID-19 pandemic.

On April 20, 2020, the City Council directed staff to create a proposal for the creation of the Huntington Beach Economic Recovery Task Force that would be comprised of stakeholders from key economic sectors of the City to:

- Develop and recommend a plan to help the local economy cope with the sudden loss in business and jobs.
- Identify the needs of employees and businesses of the following industries, which include but are not limited to: travel and hospitality, retail, automotive dealers, manufacturing, recreation, food service, nonprofit, and the service sector. These needs must be directly correlated with efforts to rebound from the COVID-19 pandemic.
- Recommend necessary strategies and effective tools that may be implemented by the City to support the recovery plan that is developed and proposed for implementation.

Huntington Beach Economic Recovery Task Force

1. **Purpose:** This Task Force shall act as an advisory committee to the City Council on matters related to the economic recovery efforts during the COVID-19 pandemic and the re-opening and restoration of the local economy.
2. **Composition and Appointment:**
 - a. The Task Force will include two members of the City Council, including the Mayor and immediate past Mayor.
 - b. The Task Force shall consist of nine (9) other members, to be appointed by the two City Council members on the Task Force, to include representation in the following industries:
 - i. Nine (9) business leaders, including one (1) representative from each of the following industries:
 1. Automotive Sales
 2. Downtown
 3. Small Business
 4. Real Estate
 5. Leisure / Travel Hospitality
 6. Professional / Corporate Business Entity
 7. Non-Profit Entity
 8. Restaurant

9. Retail

- c. All Task Force members shall either reside in or operate a business within the city of Huntington Beach.
- d. Members shall serve without compensation and may not hold any other office or employment in the city government.
- e. Members of the Task Force shall serve an initial term through December 31, 2020, at which time the City Council may choose to disband, extend, or revise the purpose of and rules governing the Task Force, including the length of subsequent terms.
- f. A Chair and Vice-Chair shall be selected from among the appointed members. A City staff liaison shall serve as the Secretary.
- g. Any vacancy that arises on the Task Force shall be filled by appointment by the two City Council liaisons.

3. **Meeting Frequency:** The Economic Recovery Task Force shall meet on at least a monthly basis, and up to two times per month, to discharge its duties at a time and place of its choosing, including meeting virtually to ensure health and safety.

4. **Duties:**

- a. The Economic Recovery Task Force will advise the City Council on strategies and tools to promote short-term, intermediate, and long-range economic activity in Huntington Beach, particularly with respect to the immediate and looming fiscal impacts resulting from the COVID-19 pandemic.
- b. This may include, but is not limited to, the following:
 - i. Assess and share expertise on how each industry is being impacted differently.
 - ii. Plan for and assist in the transition of businesses phasing back into the local economy.
 - iii. Identify sources of financial assistance available to businesses in Huntington Beach to aid in recovery efforts.
 - iv. Identify steps the City may take to streamline processes, offer incentives, conduct marketing, and connect businesses to assist in economic recovery.
 - v. Foster collaboration across industries.
 - vi. Coordinate activities and ideas at the regional level to ensure alignment.
 - vii. Balance business needs with the ongoing physical and mental health needs of Huntington Beach residents.
 - viii. Develop policy suggestions that may provide direct or indirect assistance to economic recovery efforts.
 - ix. Provide guidance on how people can safely return to work.
- c. At the discretion of the Task Force, split into smaller focus groups to develop concrete

action steps related, but not limited to:

- i. Supporting small businesses.
- ii. Increasing business activity downtown.
- iii. Working with VHB to market Huntington Beach as the premier location to visit and stay in Orange County.
- iv. Quantifying the economic impact of COVID-19 across industries.

Should the City Council form the Economic Recovery Task Force, the City Manager's Office will assign a staff liaison to coordinate with the appointed City Council liaisons and Task Force members to schedule the inaugural meeting.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Strengthen long-term financial and economic sustainability

Attachment(s):

None.