



Economic Development Advisory Committee Meeting Agenda

January 6, 2022 - 5:30 PM

City of Yucaipa
34272 Yucaipa Boulevard, Yucaipa, California

ANY PUBLIC WRITINGS DISTRIBUTED BY THE CITY TO AT LEAST A MAJORITY OF THE COMMITTEE MEMBERS REGARDING ANY ITEM ON THIS REGULAR MEETING AGENDA WILL BE MADE AVAILABLE AT THE PUBLIC SERVICE COUNTER AT CITY HALL, 34272 YUCAIPA BOULEVARD, DURING NORMAL BUSINESS HOURS.

- I. Call to Order
- II. Public Comment
- III. Development Update
- IV. New Business
 - a) Staff seeks the Committee's input on the following topics:
 - i) Marketing efforts
 - (1) Commitment from EDAC to help market City business and residential improvement programs.
 - (2) City will produce marketing material for EDAC members to distribute to their respective agencies and organizations, networks, clientele, etc.
 - (3) Examples of City programs that EDAC can help market:
 - (a) Small Business Development Center (SBDC) small business consulting services: Chamber of Commerce, Crafton Hills College
 - (b) Residential Façade Improvement Program: East Valley Association of Realtors
 - (i) Include City's marketing material on program in packets to realtors, clients.
 - (c) Commercial Façade Improvement Program: Uptown Association, East Valley Association of Realtors, Chamber of Commerce, Commercial Realtors
 - (d) Mortgage, Employment, and Transportation Assistance Program: East Valley Association of Realtors, Business Owners (to market to employees), Chamber of Commerce (to market to the general business community)
 - (4) EDAC members to inform City staff of events, such as mixers, and other networking events, in which there is an opportunity for staff to promote the program (for example, staff has provided "updates" on business programs at Chamber breakfasts).
 - ii) Relocating Participants of the Incubator Center

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- (1) Relocate existing participants to market-rate office space in the community within 3 – 4 months.
 - (2) City will subsidize a certain percentage of the market rate rent for a certain time period (to be established jointly).
 - (a) Staff to research and make a recommendation to the Incubator Committee.
 - (3) City will contract with companies, agents, owners, etc. to provide a financial subsidy for existing Incubator Center participants.
 - (4) Staff to make a recommendation to Incubator Committee, then ultimately City Council on the relocation plan for existing Incubator Center participants, including what percentage of market-rate rent will be subsidized by the City, and the time period.
 - (5) An RFP will be released. In partnership with the EDAC Committee, staff will market the RFP opportunity.

V. Old Business

- a) Community Anecdotes - Discussion of questions, concerns, issues, opportunities, and ideas heard throughout the community

VI. Round Table

VII. Adjourn

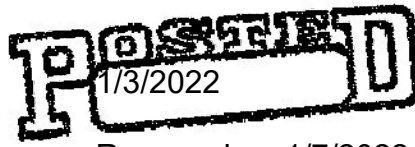
Next EDAC Meeting: March 3, 2022

AFFIDAVIT OF POSTING

State of California }
County of San Bernardino } ss.
City of Yucaipa }

I, Jennifer Crawford, City Clerk of the City of Yucaipa, hereby declare under penalty of perjury that the Notice and Agenda of the Economic Development Advisory Committee of the City of Yucaipa was provided and posted on January 3, 2022. Said meeting to be held at 5:30 PM, January 6, 2022, in the Yucaipa Community Meeting Room, 34272 Yucaipa Boulevard, Yucaipa, California. Said notice was posted on the Bulletin Board at the entrance to City Hall.

Jennifer Crawford, City Clerk



Remove by: 1/7/2022

A handwritten signature in black ink, appearing to be 'Jennifer Crawford', written in a cursive style.