

**STANISLAUS COUNTY  
ECONOMIC DEVELOPMENT ACTION COMMITTEE (EDAC)**

Monday, April 19, 2021, 3 p.m.  
Microsoft Teams Teleconference

**Meeting Minutes**

**Members Present:** Supervisor Channce Condit (District 5/Seat 1); Steve Hallam (Ceres/Seat 2 – Alternate); Harold “Bud” Hill (Hughson/Seat 3); Marisela Garcia (Riverbank/Seat 6 – Alternate); Amy Bublak (Turlock/Seat 7); Elizabeth Talbott (Waterford/Seat 8); Curtis Haney (Oakdale/Seat 9); Alfred Parham (Patterson/Seat 10); Christine Schweininger (District 3/Seat 13); Cecil Russell (District 4/Seat 14); Harpreet Singh (Community/Seat 15); Dillon Olvera (Community/Seat 18); Jose Ibarra (Community/Seat 19); Dave White (Community/Seat 21)

**Members Absent:** Representatives of Modesto; Newman; Katrina Kidd (District 1/Seat 11); Rosalinda Vierra (Community/Seat 16); Bob Hondeville (Community/Seat 20)

**Vacant Seats:** District 2/Seat 12 and Community/Seat 17

**Others Present:** Tera Chumley (Interim Secretary, Chief Executive Office); Patricia Lord (Secretary/Chief Executive Office); Doris Foster (Director, Workforce Development); Rachel Wyse (Community Development Director, City of Hughson); April Potter (Opportunity Stanislaus); Russell Fowler (Board of Supervisors, District 5 Field Representative)

Call to Order

The meeting was called to order at 3:07 p.m. by Committee Chair, Harold “Bud” Hill. Members were informed of the meeting protocol for this Teams/teleconference meeting and that the meeting was being recorded.

Public Comment Period – No one from the public had indicated interest in submitting a comment.

Roll Call (Verbal)

A quorum of members to conduct business was present on the conference line – (Quorum = 12).

I. Welcome and Introductions

Committee Chair, Bud Hill, welcomed everyone to the meeting. There are several new City appointments to the Committee including (highlighted in attendance):

<b>Representative</b>	<b>Seat Represented</b>
Supervisor Channce Condit	District 5
Councilmember Chris Ricci	City of Modesto
Mayor Sue Zwahlen	City of Modesto (Alternate)
Councilmember Nick Candea	City of Newman
Councilmember Curtis Haney	City of Oakdale
Councilmember Fred Smith	City of Oakdale (Alternate)
Councilmember Alfred Parham	City of Patterson
Mayor Dennis McCord	City of Patterson (Alternate)
Councilmember Sam Rush	City of Hughson (Alternate)

**STANISLAUS COUNTY  
ECONOMIC DEVELOPMENT ACTION COMMITTEE (EDAC) – MINUTES  
April 19, 2021**

**Page 2**

<b>Representative</b>	<b>Seat Represented</b>
Councilmember Rebecka Monez	City of Turlock (Alternate)
Councilmember Jill Kitchens	City of Waterford (Alternate)

**II. Approval of Minutes of November 5, 2020**

A quorum of members attending the November meeting was established (Quorum = 8)

Note: minor changes in attendance list pertaining to seats.

*Minutes may be voted on by those Members in attendance at the date of the Meeting (Voting Members Present: Harold “Bud” Hill; Marisela Garcia, Elizabeth Talbott, Christine Schweining, Cecil Russell, Harpreet Singh, Dillon Olvera, Dave White)*

Motion to approve the Minutes of **November 5, 2020**.

Vote tally via Roll call (Verbal)

Motion: White | Second: Talbot | Unanimous (8 | 15) | Abstain: members not in attendance at the 11/5/20 meeting.

**III. Officer Succession – Discussion and Motion on Selection of Vice Chair**

Chair Hill called for nominations for the Vice-Chair. Per the Rules and Regulations (Board approved 1/13/09), “A member shall not serve as Chair ... or Vice-Chair for more than two consecutive years.” Member Doug Ridenour had termed out as Councilmember and is no longer eligible to serve on this Committee. Turlock representative, Mayor Amy Bublak volunteered to serve as Vice-Chair; there were no other nominations. Mayor Bublak will assume the Vice-Chair role at the next meeting scheduled in November.

Motion to approve Turlock representative, Mayor Amy Bublak as the new Vice-Chair starting at the next meeting in November.

Motion: Hallam | Second: Singh | Unanimous (14) | Abstain: None

**IV. Secretary Report:**

**a. Introduce incoming Secretary, Patricia Lord**

Interim Secretary, Tera Chumley, introduced Patricia Lord as the new Secretary for this Committee replacing Kelly Covello. Patricia shared some information on her employment history and experience.

**b. Comprehensive Economic Development Strategy (CEDS) 2021-2026**

Interim Secretary Chumley explained the primary purpose of this Committee is to update the CEDS document to make the County eligible for Economic Development Administration (EDA) funding for these economic development projects. Reminder, the purpose of this document is for use in applying for EDA funding opportunities for Stanislaus County, not for business attraction.

Due to a year of COVID-19, only the data in the document was updated; a more thorough update will be conducted at the next annual cycle. This meeting is to discuss/review the document and request approval for the Board of Supervisors to adopt the CEDS 2021-2026. April Potter, Opportunity Stanislaus, worked with Patricia and Kelly Covello (previous EDAC Secretary) to update the statistical information within the document.

Ms. Chumley handed off to Patricia to provide an overview of the updates. Ms. Lord thanked Tera, Kelly, and April for all their hard work and assistance in developing and updating the document. A preliminary draft was sent to the members for review prior to this meeting. Patricia reviewed the updated content contained in the document that had changed since the last update in 2020:

- Page 8 – Economy: Unemployment has increased significantly – U.S. statistics indicated 3.8 in 2019 up to 6.0 particularly in Stanislaus County, primarily due to COVID-19.
- Page 9 – Commuter Lifestyle: a live link to the Commuter Study (presented at the Fall 2020 meeting) is included in the document. Sheryl will also send the report to the Committee.
- Page 10 – Housing: even though there may have been income increases, those increases have not kept pace with the rising housing costs and is reflected in the low affordability ranking of the region (Q4, 2020 data).
- Page 11 – Housing Availability and Affordability: affordability ratio is at 5.8% – a healthy range would be 2.2%-2.6% – the higher ratio reflects less affordability for County residents.
- Page 12 – Per Capita Income: 26% lower than US in per capita income level.
- Page 13 – Educational Attainment: no significant changes just a point of information; ages 25 and older, nearly 21% have less than a high school education.
- Page 14 – Local Workforce: average annual jobs totaled 187,300 – significantly down from previous year.
- Page 14 – Opportunity Zones – no significant changes.
- Page 15 – Workforce Training – no significant changes.
- Page 16 – Agriculture: data from 2019 – Stanislaus County agricultural sales were \$3.6 billion; the 2020 report comes out in June.
- Page 17 – Industry Diversity: no significant change.
- Page 18 – Stanislaus Major Manufacturers Countywide: last year 16,000 workers now at 15,000 which reflects a decrease in the number of employees.
- Page 18 – Non-manufactures Countywide: slight decrease in the number of retail trade.
- Page 19 – Top 10 Non-Manufacturers Countywide: Save Mart stayed the same; decrease in Stanislaus County employees, and slight decreases for several other large employers.
- Page 19 – Population: anticipating increase in population; will keep data points consistent – information is for a point in time.
- Page 19 – Taxable Sales: 2020 information received after report was drafted – approximately 3.7% (\$356 million) increase over prior year.
- Page 20 – Transportation: No changes from previous year.
- Page 21 – Homelessness: added information regarding the Access Center Emergency Shelter (ACES) and “hub location.” Collaboration between Stanislaus Homeless Alliance (SHA) and the Stanislaus Community System of Care (CSOC)

to develop the Homeless Strategic Plan to address the needs of people experiencing homelessness.

- Page 22 – Countywide SWOT Analysis: this area will be brought to the fall meeting for input and direction.
- Pages 23-27 – Performance Measures and Countywide Indicators including Unemployment, Poverty Rate, and Job Growth Rate, will be updated with budget process.
- Pages 28-29 – Economic Impacts of COVID-19: pointed out the CARES Act Coronavirus Relief Funds (CRF). Also, Opportunity Stanislaus with support from Stanislaus County and other partners was able to secure a special \$155,000 grant from the Economic Development Administration (EDA) to support strategic economic development planning in response to the COVID-19 pandemic.
- Pages 30-75 – Local Profiles and Projects (City projects) and Regional Economic Development Initiatives – no changes this year; will be included in the next update.
- Page 76 – Regional Tourism Roundtable Initiative: in 2020, the County had contracted with Marketing Consultants, Vladimir Jones, to develop a regional brand platform and create a credible, unique, and distinctive destination brand that will resonate with our visitors, stakeholders, and community. In early 2021, a draft brand platform of “A Little Out There” was selected and a marketing and communication plan for Phase 1 of the roll out was developed and in current motion.

Motion to approve the updated Comprehensive Economic Development Strategy (CEDS) 2021-2026

Motion: Hill | Second: Hallam | Unanimous (14) | Abstain: None

Next step is to submit to EDA for certification then to the Board of Supervisors in June for approval.

**c. Committee Vacancies**

Interim Secretary Chumley reported there are currently two vacancies on this Committee:

- District #2/Seat 12 (previously held by Jeff Rowe – Workforce Development)
- Community/Seat 17 (previously held by Jennifer Carter – Utilities)

An application has been received and is currently under review for eligibility. Ms. Chumley asked meeting attendees to advise of anyone who may be interested in participating on this Committee. The Committee is seeking representation from developers, utilities, post-secondary education, and private-sector executives/key decision-makers for the remaining two vacancies. The application is available on the Clerk of the Board’s website: <http://www.stancounty.com/bos/b&c/on-line-application.pdf>

**V. Form 700 – 2019/2020 Statement of Economic Interests**

- a. Leaving Office/Assuming Office – must be filed within 30 days of assuming or leaving office

- b. Annual – Annual forms were due on April 1, 2021. For those who have not filed, please be sure to file as soon as possible to avoid penalties.

Ms. Mello reminded members of the filing deadline and the ability to file on our eDisclosure electronic filing platform.

**VI. Roundtable Discussion – Update on Economic Development Administration (EDA) Projects**

- Opportunity Stanislaus/Dave White:
  - The EDA grant funds awarded to Opportunity Stanislaus in partnership with Modesto Junior College (MJC) and Stanislaus County Office of Education (SCOE) for the VOLT Institute has been spent mostly on equipment for the Megatronics program (automation, robotics project) – the Tom Changnon Education Center is now full of training equipment. There were also some funds allocated to marketing for the program (social media, etc.). An open house is anticipated later this year when safe.
  - Special COVID-19 Response Grant – Opportunity Stanislaus secured \$155K in partnership with Stanislaus County and Workforce Development to understand the economic impact of COVID-19 and develop a strategic plan going forward due to the paradigm shift in how businesses have responded to the shutdown. One shift noticed is the number of people working from home remotely. Research projected many companies will have a hybrid remote workforce post-COVID-19 – especially in Silicon Valley. The other element is the challenge companies are having to hire workers – many essential companies/manufacturers have had difficulty re-engaging their workforce due to unemployment benefits and confidence in safely returning to the workplace. This attitude is being reflected in many of the interviews Opportunity Stanislaus has conducted. Another factor is the impact on small businesses, especially the Hospitality Industry. Though Stanislaus County is not impacted as much by tourism, these new projects will help with the tourist market. Small businesses have had difficulty rebounding and many businesses have failed. Mr. White expressed his appreciation for the level of support for these small businesses from Chambers of Commerce, Workforce Development, Cities, and County!
- Crows Landing Industrial Business Park (CLIBP) EDA Grant – Mr. White inquired on the status of the EDA grant. Ms. Chumley indicated this is still in process, and will reach out to Keith Boggs, Land Use Consultant, and Dave Leamon for an update on the project.

**VII. Other Information**

- a. Upcoming Meetings:
  - November 4, 2021, 4 p.m., HR Training Room, Suite 1013 or Microsoft Teams (Fall Meeting with EDA Representative)

**STANISLAUS COUNTY  
ECONOMIC DEVELOPMENT ACTION COMMITTEE (EDAC) – MINUTES  
April 19, 2021**

**Page 6**

Next Meeting Agenda Items:

- Fall Meeting with EDA Representative
- SWOT Analysis – Please review and be prepared to discuss at the fall meeting
- Crows Landing Industrial Business Park (CLIBP) EDA Grant – Tera to provide a status update
- Annual Nomination of Chair – Bud Hill has served as Chair since May 7, 2020 (eligibility is for two years)

**Note:** This Committee will need to discuss updates to Rules & Regulations and Conflict of Interest Code at a future meeting.

VIII. Adjournment – There being no further business, the meeting was adjourned at 3:54 p.m.

Respectfully submitted,  
Sheryl Mello, Confidential Assistant  
Chief Executive Office