

Lakeport Economic Development Advisory Committee (LEDAC) Meeting

Lakeport City Hall, 225 Park Street, Lakeport, CA

Wednesday, May 11, 2016

LEDAC members present: Bill Eaton, Christine Hutt, George Linn, Wilda Shock, Panette Talia.
City staff: Kevin Ingram. Guests: Jason Morash.

CALL TO ORDER; INTRODUCTIONS

Meeting called to order at 7:40 a.m. by Wilda Shock, Chair.

LAKEPORT ECONOMIC DEVELOPMENT STRATEGIC PLAN – Working Session

Kevin Ingram, Community Development Director, described the focus of the discussion is to establish 3-5 goals for the City's economic development path for the next 5 years.

Ingram distributed a handout for a SMART approach to this process:

S – Specific

Define the goal as much as possible with no unclear language.

WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHY am I doing this – reasons, purpose, WHICH constraints and/or requirements do I have?

M – Measurable

Can you track the progress and measure the outcome?

How much, how many, how will I know when my goal is accomplished?

A – Attainable/Achievable

Is the goal reasonable enough to be accomplished? How so?

Make sure the goal is not out of reach or below standard performance.

R – Relevant

Is the goal worthwhile and will it meet your needs?

Is each goal consistent with the other goals you have established and fits with your Immediate and long term plans?

T- Timely

Your objective should include a time limit.

It will establish a sense of urgency and prompt you to have better time management.

Ingram reviewed the 3 goals for Lakeport that were included in the Lake County Comprehensive Economic Development Strategy (CEDS):

- infill development of commercial properties
- promote and enhance Lakeport as a recreation destination
- combine work of County and the cities on job growth and increasing tax revenue

Other goals include: employee training, governmental efficiencies, job creation, business retention and recruitment, relationship of historic downtown and the lakefront.

Group discussion identified these topics to be included in the City's goals:

- attraction of quality lodging and conference facility, in conjunction with the wine industry in Lake County; promote Lakeport as a year-round recreation destination
- promotion of e-commerce;
- encourage good business practices, including the value of curb appeal and customer service;
- enhance connectivity of the historic downtown and the lakefront;
- support regional economic development cooperation.

VACANT COMMERCIAL BUILDINGS/LANDS INVENTORY – UPDATE

Ingram noted the approach of other cities and jurisdictions is being researched with regard to marketing properties locally and to potential developers. Information about OppSites (www.oppsites.com) and other professional real estate firms will be pursued. Panette Talia mentioned the use of Craigslist for marketing commercial properties.

ANNOUNCEMENTS

The Lakeport Police Department will be requesting a letter of support from LEDAC for their application for grant funding for an officer assigned to serve in the downtown area and be responsive to businesses and their concerns.

Lakeport Clean-Up Day, coordinated by the Lakeport Main Street Association, will be on May 14.

Consultants on the Lakefront Revitalization Plan will be meeting with stakeholders in May, with a public meeting planned for June.

The first community meeting for the Downtown Improvement Project Phase II was held on May 10, with many residents and businesses in attendance. Construction on this project is scheduled to occur between 6:00 p.m. and 6:00 a.m. Main Street will be open to vehicles and pedestrians during the day. Traffic will be detoured onto North Forbes Street at night. Any concerns or questions should be directed to the Community Development Department (707-263-5615, x20).

NEXT MEETING: June 8, 2016, 7:30 a.m., City Hall.

Meeting adjourned at 9:05 a.m.

Notes by Wilda Shock