

Lakeport Economic Development Advisory Committee (LEDAC) Meeting

City of Lakeport, 225 Park Street, Lakeport, CA

Wednesday, October 12, 2016

LEDAC Members Present: Bill Eaton, Melissa Fulton, Christine Hutt, Wilda Shock, Rebecca Southwick, Taira St. John, Panette Talia.

City Staff: Margaret Silveira, Kevin Ingram

Guests: Denise Combs

CALL TO ORDER; INTRODUCTIONS:

Wilda Shock called the meeting to order at 7:35 AM. Members and guests introduced themselves. While LEDAC member Pam Harpster was unable to attend, her guest, Denise Combs, was present.

PROJECT UPDATES:

Downtown Improvement Phase II

Margaret Silveira summarized the status of the Downtown Improvement Project, Phase II. The sidewalks are now 2.5' wider. Restaurants are encouraged to place tables outdoors to take advantage of the wider sidewalks. The streets sport new traffic striping, crosswalks and LED lights in the street lamp posts. Fast-growing trees (Zakovia) will be planted in early 2017.

Lakefront Revitalization Plan

The City received a CDBG grant to create a Lakefront Revitalization Plan with community input. A plan needs to be in place reflecting the community's support so that the private sector feels comfortable investing in lakefront development projects. Public surveys were collected from a variety of places, including during a Friday night concert in Library Park. High school classes were also surveyed. Over 600 responses were received by the City. The outcomes of the survey will likely be presented to the Planning Commission at its November meeting.

The City also received a grant to conduct a Hotel Development Feasibility Study. An RFP, developed by a consulting firm, will be circulated for the study. The City is receiving recommendations for reputable firms that conduct hotel feasibility studies.

Christine Hutt asked if rezoning could occur as an outcome of the Lakefront Revitalization Plan. Both Kevin Ingram and Margaret Silveira answered that it could.

Carnegie Library

A grant for a study to remove architectural barriers will include ADA access via a wheelchair lift. The RFP/RFQ will be let by year-end. A construction bid will also occur by year-end.

Other Publics Works Projects

Granite Construction paved Bevins Street and Main Street back-to-back to take advantage of economy-of-scale. Storm damage on Lakeshore Boulevard from 2006-2007 was also repaired.

The City received a grant to fund a police officer position that serves the business community. This grant lasts for a period of three years with a commitment that the City will fund the position in its entirety during the fourth year. The School Resource Officer (SRO) position within the Lakeport Police Department is being funded by the Lakeport Unified School District.

CITY OF LAKEPORT MEASURE Z

Margaret Silveira reported that the City of Lakeport invested \$12 million (Measure I funds at \$700,000/year plus General Fund monies) on City roads since 2004; \$3 million of this amount was spent to maintain and keep the roads at a failing condition. While approximately 5,000 people live in Lakeport, 30,000 people shop in the city. Residents will bear only 15% of the burden of Measure Z through sales tax. A roads presentation will be made on October 18 at the Lakeport City Council

A public survey was conducted regarding Measure Z. The public was asked to choose between paying a one-half percent more in sales tax to maintain the streets OR paying one percent more to maintain and enhance the streets and provide other services. Paying one percent was 7% more popular.

LAKEPORT ECONOMIC DEVELOPMENT STRATEGIC PLAN: Contents of Logic Model; BAE Analysis (Lakefront Revitalization Plan)

Kevin Ingram presented the LEDAC Strategic Plan (2017-2021) along with BAE Urban Economics' Lakeport Revitalization Plan Preliminary Market Findings as supporting documentation. He asked for members to self-identify to serve on a committee and convene to focus on refining the Strategic Plan before year-end. Mr. Ingram would like to present the Strategic Plan at a City Council meeting in January. Wilda Shock asked members to contact her or Kevin Ingram directly by email with their interest.

Taira St. John commended Kevin Ingram and Margaret for the amount of work they invested into the feasibility studies and strategic plans. She also commented that she believes that the film industry will make strides in Lake County and encourage boutique businesses to locate in the area.

ANNOUNCEMENTS:

Wilda Shock stated that there are two vacancies on the Lakeport Economic Development Advisory Committee. Denise Combs asked if the vacancies were for specific positions and Ms. Shock responded that they are for Committee openings; applications are available by contacting the City Clerk. Appointments will be made by the City Council in December for two-year terms.

Ms. Shock mentioned that the Heroes of Health and Safety Fair will take place on October 15 at the Lake County Fairgrounds.

Panette Talia announced that the Dickens Faire will take place in Lakeport this year, sponsored by the Lakeport Main Street Association on November 26.

Rebecca Southwick announced that the City of Clearlake, the Clear Lake Chamber of Commerce, and St. Helena Hospital Clear Lake are teaming up to offer a Clearlake Christmas Event on December 3 starting at the hospital with Santa flying in on a helicopter and ending with the traditional Clearlake Christmas Parade.

Ms. Shock stated that the keynote address for the NEA/ Lake County Big Read is on October 23 at Mendocino College's Lake Campus.

Ms. Shock also mentioned that the Distinguished Speaker Series will continue at Marymount California University's Lakeside Campus on November 3 and December 1.

Panette Talia said that the Taste of Lake County will take place in Lakeport on the last Saturday in August, 2017.

The meeting adjourned at 8:46 AM.

Meeting Notes by: Rebecca J. Southwick, Secretary/Wilda Shock, Chair