

# Lakeport Economic Development Advisory Committee (LEDAC) Meeting

City of Lakeport, 225 Park Street, Lakeport, CA

Wednesday, September 11, 2019

**LEDAC Members Present:** Wilda Shock, Chair; Denise Combs, Vice Chair; Terre Logsdon, Secretary; Candy De Los Santos; Melissa Fulton, Pam Harpster, Judith Kanavle, Andy Lucas, Dan Peterson, and Panette Talia.

**City Staff:** Kevin Ingram, Community Development Director; Margaret Silveira, City Manager.

**Public:** Stacey Caico, Nancy Ruzicka, and Rob Young.

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## 1. CALL TO ORDER; INTRODUCTIONS at 7:35 am

## 2. UPDATE ON CITY PROJECTS AND ACTIVITIES, Kevin Ingram

- Finished the Prop 68 **Parks grant** for lakeside development; submitted for \$6.5 million to purchase the Natural High property and develop a park there. Should hear in December. Funds will be distributed to disadvantaged communities. Melissa asked if a sea plane launch could be permanent. Nancy Ruzicka suggested that having one would help not just tourism, but also attract new residents and businesses.
- **Lakeport Community Center** (former Bank of America) requires ADA-compliant bathrooms before it can be opened to the public. Seeking grant funding from USDA-Rural Development. Plan for it to also serve as a cooling center for evacuations, etc.
- **Seawall** in Library Park is on track to be completed when lake is at its lowest, October-November 2019. Will be one foot higher with a cap to disperse wave action.
- **The Retail Coach**, with whom the City has contracted, will be in town for drop-in sessions **3:30-5:30 pm on September 11 and 12. October 2, 10-11:00 am and 5-6:00 pm**, downtown **retail enhancement workshops** re: signage, banners, sidewalk signs.
- **Paving projects:** Chip seal project completed on Berry Street, a failing road. City staff will monitor it over the next few years to see how it holds up to see if it's a good solution for local streets (not arterial corridors). Should be starting work on S. Main Street, Peckham Court to City limits. Replacing utilities along Second Street and repaving it.

## 3. STRATEGY FOR RETAIL DEVELOPMENT, Kevin Ingram

- The Retail Coach – Gap/Opportunity Analysis; Primary Retail Trade Region
- Through a study utilizing cell phones pinging towers, they estimate 63,583 day-time population with 5,000 residents.
- GAP Analysis: Clothing and clothing accessories stores have potential \$18million in sales, but only have \$504,000 actual.
- Have already been in contact with the property managers of the K-Mart building, 85,000 square feet. We've asked Retail Coach to focus on this building. Rapid response efforts underway via multiple workforce agencies regarding job placement for dislocated workers.

#### 4. LAKEPORT ECONOMIC DEVELOPMENT STRATEGIC PLAN 2017-2022

- Implementation and Reports:
  - **Business Walks** – City Council presentation reviewed by subcommittee chair Denise Combs: Presentation to City Council included why we did this. Added new business categories, had more time and flexibility of volunteers to do the surveys, but still a challenge to get more responses. Last year 97, this year had contact with 103 businesses.
  - Conclusions and recommendations reviewed. Trends in both years include lack of qualified staff, parking, and homeless population; the survey should continue annually. Suggested to have staffing issues a topic at the next meeting, or at a special meeting.
  - **Ordinance Revisions** to Strengthen Downtown and Lakefront – first workshop on October 2 at City Hall.

#### 5. ANNOUNCEMENTS

- Wilda: Courthouse is back on the top of the list of the Judicial Council for replacement, but funding has not been identified or allocated.
- Wilda: Tourism Improvement District (TID) Board is planning a public presentation of the brand identity campaign concepts on **October 9, 3:00-5:00 pm**, at the Soper Reese Theatre.
- Wilda: The Lake EDC and TID boards are planning an economic development/tourism Leadership Summit, tentatively scheduled for **November 15** with details to come.
- Terre: Barriers to employment/job training is obviously an issue not only in Lakeport, but throughout Lake County. Submitted a grant to focus on the issue as a partner with New Paradigm College, but would like to expand the conversation. A workforce ad hoc committee will meet on **October 8, 2:00 pm**, 55 First Street, with details to come from Candy.
- Candy: CareerPoint Lake holding a job fair **October 25** at Woodland Community College, Lake County Campus in Clearlake.

#### 6. ADJOURNMENT AT 9:15 am.

#### 7. NEXT MEETING: **November 13, 2019, 7:30 am, CITY HALL**

- Terre Logsdon, Secretary; Wilda Shock, Chair

LEDAC is an advocate for a strong and positive Lakeport business community and a conduit between the City and the community for communicating the goals, activities and progress of Lakeport's economic and business programs.