

**Workforce Investment Board
Economic Development Ad Hoc Committee
1880 W. Wardrobe Ave
April 18, 2007 3:30-4:45 p.m.
Meeting Minutes**



<http://web.co.merced.ca.us/wi/wib/wib.html>

Members Present: Don Bergman, Jesse Brown, Peter Fluetsch, John Fowler, Scott McBride, Nellie McGarry, Albert Montejano (Chair), Frank Quintero

Others Present: Andrea Baker, Dave Davis, Alfredo Mendoza, Joanne Presnell, Anita Vargas

1. **Call to Order:** The Chair, Mr. Albert Montejano, called the meeting to order at 3:40 p.m.
2. **Approval of Agenda:** An agenda packet was given to each committee member.
3. **Approval of Minutes:** No corrections or concerns pertaining to minutes from last meeting.
4. **Meeting Sequence:**
 - a. **March 22, Meeting Review**
 - 1) Defined Goal: Determining and Improving the Workforce Investment Board's role in Economic Development.
 - 2) Suggestions as to which Economic Development professionals should be invited to participate.
 - b. **Revision of committee Goal**
 - 1) "Revised Goal"
 - 2) Determine and Implement the Workforce Investment Board's role in Economic Development, both locally and regionally.
 - c. **Course of Action**
 - 1) Build a Partnership - Workforce Development & Economic Development
 - d. **Defining Economic Development**

The Committee considered several definitions of Economic Development. "The creation of prosperity in the community-broad based" was approved.

Mr. Frank Quintero stated in which he said "Economic Development is a verb as well as a noun in which you are providing us the noun side of it but, on the other hand there is a verb side of it such as land use, zoning, making sure you have an economic development total package, so there is two different aspects.

e. Economic Development History

- 1) Federal Involvement (late 1950's to 1970's)
- 2) Transition to modern era in economic development (1980's to today- (evolution)).

Mr. Scott McBride noted locally it's a shift. It used to be more focused on marketing and outreach. The shift has been very subtle, and now you need to get it by making your community better. You can't control the decision making process, but you can control your zoning, infrastructure, your community benefits and factors that are important to decision making. It's going to shift from marketing and outreach to focusing on the internal and making a better community.

f. Federal, State and Local Support

- Federal Support for Economic Development/no single federal authorizing statute governing economic development
- "Economic Development" applies to several agencies including SBA, DOC agencies (EDA, National Institute of Standards and Technology), portions of HUD/CDBG, USDA's Rural Development programs, and others.
- Local Economic Development/Strategy process, set programs
- Communities differ widely in their/Geographic attributes, social organizations, economic resources; structures and performance; and capacity of political institutions.

- Responding to unique sets of challenges for economic development in each community.

g. Defining Success in Economic Development

- Jobs created and retained
- Public investments made
- Private investments leveraged
- Tax revenues

Mr. Quintero noted that working for Economic Development you could use Arvin Sango, Inc.. as an example. They came to Merced in 1995 with about 40 jobs. Now, Arvin Sango is nearly doubling their plant size by adding 20 more to their workforce going from forty to seventy jobs. That's a success story.

Ms. Nellie McGarry noted Arvin Sengo has longtime workers.

h. Customers, Trends, and Strategies

Examples were given in the agenda packet, which the committee went over. A few of the committee members discussed several of the topics.

Mr. Fowler noted one of the biggest things that is not indicated is one of the first thing firms look for or ask is how soon can I be in the market. The great hindrance we have in California is trying to define and get companies through that kind of market process.

5. Chair Comments: The Chair, suggested members to email staff with suggestions of who to invite to the next meeting. He thanked everyone for attending and sharing their insights. He noted as a WIB, the committee needs to define its role, and how are they going to partner with economic development.

6. Next Meeting: To be determined.

7. Adjourn: The meeting was adjourn at 4:45 p.m.

Minutes prepared by Anita T. Vargas