

Lakeport Economic Development Advisory Committee (LEDAC) Meeting

Lakeport City Hall, 225 Park Street, Lakeport, CA

Wednesday, June 8, 2016

LEDAC members present: Bill Eaton, Melissa Fulton, Pam Harpster, Christine Hutt, George Linn, Wilda Shock, Panette Talia.

City staff: Kevin Ingram.

CALL TO ORDER; INTRODUCTIONS

Meeting called to order at 7:35 a.m. by Wilda Shock, Chair.

LAKEPORT ECONOMIC DEVELOPMENT STRATEGIC PLAN

Kevin Ingram, Community Development Director, used a power point presentation for an explanation of the Logic Model approach to identifying and selecting goals and priorities. Where are we going? How will we get there? What will show us we have arrived? Inputs-Outputs-Outcomes, each addressed for short, medium and long-term results.

He distributed a DRAFT of the LEDAC Strategic Plan Goals:

- Attraction of quality lodging and conference center facility
- Promote e-commerce
- Strive to enhance the historic downtown and lakefront areas
- Improve overall curb appeal and promote good business practices to the Lakeport community
- Strengthen regional economic development cooperation

Staff Recommended Goals

City economic development staff harmonized the recommended goals of LEDAC with the stated goals of the City Council and recommend the following:

- Promote and participate in regional economic development initiatives
- Expand and support business retention and attraction efforts
- Strive to enhance the historic downtown and lakefront areas

Melissa Fulton queried about including areas beyond the downtown (Eleventh Street, High Street, Parallel Drive, South Main Street, Lakeport Boulevard) for all to benefit in the business retention and attraction efforts.

Results of the recent survey of Lakeport residents was briefly described, with the areas of highest need for increased effort identified as public safety and improvement in City streets and roads.

Ingram discussed the goals and implementation, highlighting:

- Efforts to attract hotel and conference center
- Commercial and vacant property inventory
- Providing a baseline of information to businesses
- Business retention through periodic site visits
- Studies, i.e., hotel development feasibility
- Lakefront plan and associated development

- E-commerce, enhanced broadband and expanded wireless communication
- Walkability planning
- Art and murals
- More comprehensive design guidelines
- Regional economic development coordination and cooperation

VACANT COMMERCIAL BUILDINGS/LANDS INVENTORY

More research regarding various options is underway; there are multiple sources for site selectors to access for information about properties.

ANNOUNCEMENTS

LEDAC has been asked by the Chief of Police to endorse the Lakeport Proactive Policing Project and an application for federal funds through a competitive process. The Project's proposal is to assign an officer to walk the business areas of Lakeport, meet owners and workers, make frequent contact, and be quickly available, addressing urgent concerns of the business community.

After discussion, the members approved by consensus having the LEDAC Chair sign the letter of support as prepared by the City of Lakeport Police Department.

Shakespeare at the Lake will be presented by Mendocino College and the Lake County Theatre Company, producing "A Midsummer Night's Dream," in cooperation with the City of Lakeport in Library Park on July 30 and 31.

The first community meeting regarding the lakefront revitalization plan will be held in July.

NEXT MEETING: August 10, 2016, 7:30 a.m., City Hall.

Meeting adjourned at 9:10 a.m.

Notes by Wilda Shock