

LAKEPORT ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

City of Lakeport
225 Park Street, Lakeport, CA 95453

COMMITTEE MEMBERS - CITY STAFF PRESENT

Wilda Shock, Chair	Denise Combs, Vice Chair
Terre Logsdon, Secretary	Melissa Fulton
Laura Sammel	Amanda Xu
Maureen Brasier	Andy Lucas
Amanda Xu	Pam Harpster
Bill Eaton	
Kevin Ingram, City Manager	
Jenni Byers, Community Development Director	

Guests: Stacey Caico, Nancy Ruzicka

Meeting Notes

Wednesday, October 14 2020

7:30 A.M.

1. CALL TO ORDER; INTRODUCTIONS – 7:38 a.m.

- a. Rebecca Dolby, Client Services Coordinator with Combs Consulting Group
- b. Jenni Byers, Community Development Director

2. COVID-19 ECONOMIC RECOVERY TASK FORCE: Contacts with Businesses; Schedule Focus Group Discussions by Industry Cluster

- a. Denise Combs: Quick recap: Began in August by reaching out to Lakeport area businesses, how can we provide assistance? Initial intent was to do a survey, Bill attended a meeting with Sonoma County Economic Development Board; in that meeting they identified specific needs, we realized the issues were similar: Workforce needs, housing, childcare, training, broadband issues, and more.
- b. Want to focus our efforts and not do a survey, adopt those same issues, and reach out to specific industries and find champions. Hotels, restaurants, personal services (salons, etc), non-essential (gift shops, clothing, etc.) then develop action items/focus groups around these.
- c. Expanded to include ag and wine industry.
- d. Began with a focus on restaurants, came up with a list of 22 restaurants to reach out to, would like to discuss how and where.
- e. Bill Eaton: Two key points: the venue and the recording. We could do an in-person one, and we've looked at venues. The Silveira Community Center is big enough, but sound-wise it's a bit of an echo or City Council chambers – they have sound recording, but people are not as comfortable, or do online (Zoom, GoTo, etc.) None of these are perfect, but we have to make a decision. Terre suggested a hybrid with both options, Kevin said the City Chamber now has that option, and will be moving to Zoom instead of GoToWebinar.
- f. Denise: Need recommendations on who to invite.

[SEE additional notes on this topic]

3. PUBLIC ART PROJECTS: Developing a Master Plan

The City is working with representatives from arts organizations to develop a Call for Artists/Request for Proposals for the new lakefront park with funds in the Prop 68 grant for public art. Kevin wants to develop a master plan for public art projects throughout Lakeport.

4. UPDATES ON CITY PROJECTS AND ACTIVITIES:

KEVIN INGRAM, CITY MANAGER

- **Lakefront Park** – Discussion on City Council agenda for October 20 with a revised budget based on work with the design firm regarding engineering and construction costs.
- **Water Front Parking Rehabilitation** – Repair work on lot between Third and Fifth streets and boat ramps will be undertaken in 2021 for better pricing on project. Will make area more inviting and help with connecting the lakefront area with downtown.
- **Second Street Rehabilitation** – Capital improvements to street and sidewalks on Second and Park streets; completion expected in early November.

5. MEMBER REPORTS: Lakeport Main Street Association, Lake County Chamber of Commerce, CareerPoint Lake, Mendocino College/Lake Center, Lake EDC/BARC, Others

Lakeport Main St Association, Maureen: We're sponsoring a Halloween/Day of the Dead decorating contest and a drive-through Trick or Treat event on October 31, 4-7pm.

6. ADJOURNMENT: 9:08 a.m.

7. NEXT MEETING: Special Meeting - Week of October 19, 2020 via Zoom

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.

Meeting notes by Terre Logsdon, Wilda Shock.

Additional and expanded notes by Rebekah Dolby:

Summary:

Denise Combs provided a summary and recap of the COVID-19 Recovery Task Force meetings to date. This project and group were started in August 2020 through an idea from Lakeport City Manager, Kevin Ingram, and Lakeport Chief of Police, Brad Rasmussen. The "Business Walk" could not be conducted this year due to the pandemic and with industries experiencing new regulations and changes in operations, there is a need to find out what is going on in the various local industries' worlds and how the City of Lakeport, LEDAC, and LMSA can help. Bill Eaton attended a meeting in Sonoma County identifying the issues impacting local businesses and industries. The issues were workforce needs, housing, childcare needs, broadband issues, and assistance with social security. Additionally, businesses are experiencing financial instability and significant and frequent modifications to operations. Businesses need assistance with short- and long-term financing and help as regulations keep changing.

The goals for this task force are:

- Find a way to best provide support to businesses impacted by COVID-19.
- Conduct Focus Groups to focus on the identified areas of concern and how it is impacting local industries and how assistance and resources can be provided.

Previous industries identified are:

1. Hotels
2. Restaurants
3. Personal Services (Hair and Nail Salons, Gyms)
4. Retail deemed “Non-Essential” (gift shops, clothing stores)
5. Wine and Ag *NEW Addition*
6. Business Services *NEW Addition*
7. Business who are “One-Off” that do not have other local business within their specific industry. IE: Clearlake Club, Slot Car, Movie Theatre, etc.

Today’s Meeting:

The group discussed the industry champions for each industry and identified businesses to reach out to in the following categories: Hotels and Lodging, Restaurant, Non-Essential Retail, and Personal Services.

Hotels and Lodging:

Wilda Shock spoke with TID and they offered to send an email blast about the project to their members. We then decided it would be best to contact board members of the TID before expanding our reach to all members. Most of the lodging industry champions are on this board.

We identified the following businesses to invite to participate in the industry-based Focus Groups:

Restaurant Industry:

O’Meara Bros
 Park Place
 TNT’s on the Lake
 Juicy’s Pizza
 La Fiesta Market
 Marcel’s French Bakery
 Angelina’s
 Thai Bistro
 Gaslight Grill
 Blue Wing Saloon
 Red’s Skyroom
 Saw Shop
 Renee’s Café

Non-Essential Retail Store:

Shoebox
 Linda’s Hallmark
 Style and soul Boutique
 Campos Casuals
 Various Antique Shops in Lakeport
 Jackie’s Flowers
 Dollar General
 Hospice Thrift Store
 People Services Thrift Store
 Meals on Wheels Thrift Store

Personal Services:

Style and Soul Boutique

City Fitness

Quail Run

Beauty Within

The Wright Look

Flawless Skin (at Quail Run)

Yi Massage Therapy (at Quail Run)

Samira Salon (Natural Beauty)

Heidi Fitzsimmons – Massage Therapist

Carve Pilates

Lake Yoga

Living Canvas Tattoo

Prestige Tattoo

Other industries are to remain on list to be discussed and champions identified in follow-up meetings.

Logistics:

Bill Eaton discussed how the Community Center is great for social distancing, but it would not be an ideal place to record audio due to the echo. He mentioned using the City Council Chambers as it allows for social distancing and recording; however, it is not a “neutral” location being that it is a government building.

Kevin Ingram mentioned the City Council Chambers have been upgraded with sound and recording and the discussion of having the focus group be a hybrid of in-person and online participants. Bill stated that we do not want the groups to be more than 8-10 people. The City Council Chambers can host 6-7 socially distanced individuals.

The group discussed that the participants can be asked how they would like to participant – whether in person or online. Both can be accommodated via the City Council Chambers.

Kevin said it would be ideal to have Bill be the focus group moderator, but there will need to be someone to operate chamber cameras and there will need to be a moderator for the online participants.

Bill will draft a message to send to the committee by October 19th for review and edits. This will be a general email message to industries explaining the purpose of the Focus Groups and this taskforce’s goals with assistance and resources for businesses. Additionally, Bill mentioned that once we start inviting the identified industry champions, that it would be ideal to reach out via phone call to the potential participants as email campaigns have a low percentage of opens/reads.

Action Items:

- Denise Combs/Rebekah Dolby to schedule a follow-up meeting on Wednesday or Thursday Afternoon
- Bill Eaton will send draft of our purpose and message to the group for review by October 19th.
- Identify industry champions for industries not discussed today. (Wine and Ag, Business Services, and Business who are “One-Off” that do not have other local business within their specific industry. IE: Clearlake Club, Slot Car, Movie Theatre, etc.)
- Focus Group Guidelines for participants will need to be created.
- Determine “Guided Conversation” topics/questions for the focus groups
- Determine length of focus group meeting. We can ask participants what they can commit to for their participation in the meetings.