

**MINUTES OF THE ADJOURNED REGULAR MEETING OF THE
CITY COUNCIL AND COMMUNITY DEVELOPMENT COMMISSION –
HOUSING AUTHORITY OF THE CITY OF NATIONAL CITY**

ECONOMIC DEVELOPMENT PLAN AND PROGRAMS WORKSHOP

October 3, 2017

The Adjourned Regular Meeting of the City Council and Community Development Commission – Housing Authority of the City of National City was called to order at 4:33 p.m. by Mayor / Chairman Ron Morrison.

ROLL CALL

Council / Board members present: Cano, Mendivil, Morrison, Rios, Sotelo-Solis.
Administrative Officials present: Aguirre, Dalla, Deese, Duong, Gamwell, Morris-Jones, Muthusamy, Parra, Raulston, Roberts, Rodriguez, Stevenson, Vergara, Williams.

PUBLIC COMMENTS - None

ECONOMIC DEVELOPMENT PLAN AND PROGRAMS WORKSHOP

INTRODUCTION: Following an introduction by Director of Housing and Economic Development Alfredo Ybarra a formal presentation was made by Economic Development Specialists Megan Gamwell addressing Agenda Items No. 1 through 5. (**NOTE:** A copy of all presentation materials is attached as Exhibit "A")

1. Presentation on the 2017-2022 Economic Development Strategic Plan for the City of National City. (Housing & Economic Development)
2. Presentation on ECONsolutions by HdL Companies for retail recruitment and related economic development services. (Housing & Economic Development)
3. Presentation on Adopt a Place. (Housing & Economic Development)
4. Presentation on Activate the Right of Way (AROW). (Housing & Economic Development)
5. Presentation on the Signage and Façade Improvement Program. (Housing & Economic Development)

ECONOMIC DEVELOPMENT PLAN AND PROGRAMS WORKSHOP (cont.)

HOUSING & ECONOMIC DEVELOPMENT (206-4-28)

6. Resolution No. 2017-185. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NATIONAL CITY ADOPTING THE 2017-2022 ECONOMIC DEVELOPMENT STRATEGIC PLAN, APPROVING THE PROGRAM GUIDELINES AND PARTICIPATORY AGREEMENTS FOR THE ADOPT-A-PLACE, ACTIVATE THE RIGHT-OF-WAY, AND SIGNAGE AND FAÇADE IMPROVEMENT PROGRAMS OF SAID PLAN, AND AUTHORIZING A GENERAL FUND APPROPRIATION OF \$140,000 AND USE OF GENERAL FUND BALANCE TO IMPLEMENT SAID PLAN AND PROGRAMS. (Housing & Economic Development)

RECOMMENDATION: Adopt the Resolution.

TESTIMONY: None.

ACTION: Motion by Rios, seconded by Mendivil, to adopt the Resolution. Carried by unanimous vote.

CONTRACT (C2014-16)

7. Resolution No. 2017-186. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NATIONAL CITY AUTHORIZING THE MAYOR TO EXECUTE THE FIRST AMENDMENT TO THE AGREEMENT FOR SALES TAX AUDIT AND INFORMATION SERVICES BY AND BETWEEN THE CITY OF NATIONAL CITY AND HINDERLITER, DE LLAMAS, AND ASSOCIATES FOR RETAIL RECRUITMENT STRATEGY AND RELATED ECONOMIC DEVELOPMENT SERVICES. (Housing & Economic Development)

RECOMMENDATION: Adopt the Resolution.

TESTIMONY: None.

ACTION: Motion by Sotelo-Solis, seconded by Mendivil, to adopt the Resolution. Carried by unanimous vote.

ADJOURNMENT

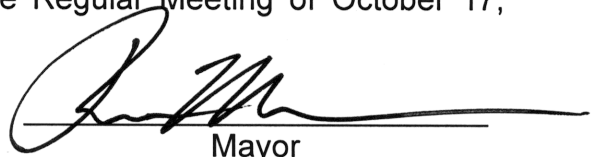
Motion by Sotelo-Solis, seconded by Cano, to adjourn the meeting to the next Regular Meeting of the City Council and Community Development Commission – Housing Authority of the City of National City to be held - Tuesday – October 3, 2017 at 6:00 p.m. at the Council Chambers, National City, California. Carried by unanimous vote.

The meeting closed at 5:44 p.m.



City Clerk

The foregoing minutes were approved at the Regular Meeting of October 17, 2017.



Mayor