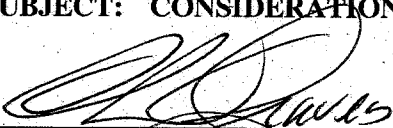




# City of Carson Report to Redevelopment Agency

August 2, 2011  
New Business Consent

**SUBJECT: CONSIDERATION OF A BUSINESS ASSISTANCE STAFFING PLAN**

  
Submitted by Clifford W. Graves  
Economic Development General Manager

  
Approved by Clifford W. Graves  
Interim Executive Director

## **I. SUMMARY**

On December 21, 2010, the Redevelopment Agency approved the proposed business development initiatives (Exhibit No. 1). The Business Development Division has set a goal of 500 visitations this year. Since starting in April, staff has completed almost half of that goal. While the effort has generated a much greater workload, it has provided a tremendous benefit in addressing our business's needs. In order to move forward, there need to be some staffing changes, which require Agency approval. The new redevelopment laws do not allow any additional positions to be created. The proposed plan uses existing staff and does not add any positions.

## **II. RECOMMENDATION**

TAKE the following actions:

1. APPROVE the proposed staffing plan.
2. APPROVE extending the existing agreement with Alejandra Gutierrez for an amount not to exceed \$42,000.00 and AUTHORIZE the Chairman to execute the agreement following approval as to form by the Agency Counsel.
3. AUTHORIZE the reclassification of Fred Steinmann from Administrative Intern III to Business Development Analyst (part-time).

## **III. ALTERNATIVES**

1. AUTHORIZE entering into contracts for the two positions for one year.
2. TAKE another action the Agency deems appropriate.

## **IV. BACKGROUND**

Carson's commitment to its business community dates back to the city's founding. Throughout the years, there has been broad-based support for business as an integral part of the community. With the current tough economy, the focus of Carson's efforts has shifted from business attraction to retention and expansion. Through extensive outreach, Agency staff has been able to assist businesses with a wide range of issues.

6