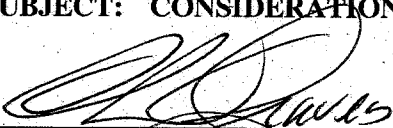




City of Carson Report to Redevelopment Agency

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.

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Business visitations have expanded tremendously with at least eight each week and sometimes as many as five in a day. The visits are a chance to thank companies for their contributions to the local economy, find out about any issues facing them, and let them know about ways the city can help. Each visit generates a list of follow-up items such as making contact with the Small Business Development Center, providing assistance with marketing, looking into a code enforcement issue, having the traffic engineer look at red curb needs or having a city planner help with building permits. Many items can be addressed very quickly, and others may be long term. While time consuming for staff, the results are important in addressing concerns and making sure that these companies stay in Carson and grow in Carson.

Each month, staff presents the results of the visits to the Economic Development Commission to develop a better picture of how local firms are doing and identify common issues that may arise.

The next step is to develop systems that help our businesses help each other. Toward that end, staff has been working with them to use social networking in their operations and is now developing a business to business service online. A peer to peer assistance program will group organizations by type to provide support to each other and even share resources. Some communities have started such programs, but Carson aims to be the leader.

The key to these developments and the huge expansion in business visitations has been the addition of staff hours and a redirection of existing resources. At this point, the staffing plan needs two changes to move forward. Alejandra Gutierrez has been working as a consultant on contract to the city. The recommended action is to extend her agreement to the end of the fiscal year.

The other position is responsible for the business to business programs. Fred Steinmann, DPPD has been a part-time employee for almost four years providing primarily research support and strategic planning. He was primarily responsible for last year's application to be named Los Angeles County's most business friendly city and is compiling this year's application. It was the city's first such application, and the city was a finalist. Dr. Steinmann generally works remotely, but these services are now needed in a greater quantity. The new redevelopment law, which is currently being challenged in court and would severely curtail redevelopment activities, does not allow any new staffing. The state's situation argues against a permanent position, so staff recommends adding a temporary position of business development analyst.

For either of these positions, a reduction in available funds could result in a corresponding reduction in hours or elimination at any time. The full staffing plan is as follows:

- Business development manager (with responsibilities in other divisions)
- Business development analyst
- Business and employment development assistant (shared with Employment Development Division)
- Division secretary
- Administrative intern
- Business consultant (contract)
- Business development analyst (part-time from reclassification of existing part-time administrative intern III)

V. FISCAL IMPACT

For a full year, the total salary cost for both positions would be approximately \$125,000.00 plus any PERS costs for the analyst. Neither position provides any other fringe benefits. Funds will be included in the Redevelopment Agency budget.

VI. EXHIBITS

1. Minutes, December 21, 2010 Item No. 8. (pg. 4)

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Prepared by: Barry Waite, Business & Employment Development Manager

TO:Rev032811

Reviewed by:

<u>City Clerk</u>	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

Action taken by Redevelopment Agency

Date _____ Action _____

ITEM NO. (8) CONSIDERATION OF A PROFESSIONAL SERVICES AGREEMENT WITH ANDERSON PENNA PARTNERS, INC. TO PROVIDE CONSTRUCTION MANAGEMENT SERVICES FOR PROJECT NO. 1317: CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER ROOF AND HEATING, VENTILATING AND AIR CONDITIONING REPLACEMENT PHASES II AND III, AND INSTALLATION OF SOLAR PANELS, AND A PORTION OF PROJECT NO. 1318: CONGRESSWOMAN JUANITA MILLENDER-MCDONALD COMMUNITY CENTER REFURBISHMENT AND UPGRADE (DEVELOPMENT SERVICES)

THIS IS A JOINT AGENDA ITEM WITH AGENCY ITEM NO. 5

RECOMMENDATION for the City Council:

TAKE the following actions:

1. APPROVE a Professional Services Agreement with Anderson Penna Partners, Inc. to provide Construction Management Services for Project No. 1317: Congresswoman Juanita Millender-McDonald Community Center Roof and Heating, Ventilating and Air Conditioning Replacement Phases II and III, and Installation of Solar Panels, and a portion of Project No. 1318: Congresswoman Juanita Millender-McDonald Community Center Refurbishment and Upgrade; for a negotiated fee not to exceed \$223,798.00.
2. AUTHORIZE the Mayor to execute the Professional Services Agreement following approval as to form by the City Attorney.

ACTION: Item No. 8 was approved on the New Business Consent Calendar on motion of Dear, seconded by Santarina and unanimously carried by the following vote:

Ayes: Mayor/Chairman Dear, Mayor Pro Tem/Vice Chairman Santarina, Council/Agency Member Davis-Holmes, Council/Agency Member Gipson, and Council/Agency Member Ruiz-Raber
Noes: None
Abstain: None
Absent: None