

MINUTES

CITY OF CARSON REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

Carson City Hall
701 E. Carson Street
Carson, CA 90745

January 6, 2022 – 8:00 AM

I. CALL TO ORDER

Chairperson Aldridge called the meeting to order at 8:03 a.m.

II. ROLL CALL

Economic Development Commissioners Present: Aldridge, Childers, Embry, Kelley, Pandolfo, Sparrow, Wallace

Economic Development Commissioners Absent: Apodaca, Harris

Staff Present: John Raymond, Assistant City Manager of Economic Development; Saied Naaseh, Director of Community Development; LaToya Butler, Business and Employment Development Assistant

Let the record show there were four people from the public in attendance.

III. CONSENT CALENDAR

Commissioner Pandolfo moved to approve the October 7, 2021, and November 4, 2021, meeting minutes, seconded by Vice-Chairperson Wallace, and unanimously carried.

IV. INTRODUCTIONS/PRESNTATIONS

Economic Development Strategy Consultant

Assist City Manager John Raymond the City explained the process of how RRM Desing Group was selected and the reasons for the delay. The final contract is scheduled to go to the City Council at the beginning of February.

Diane Bathgate reported RRM Design Group is leading the effort, but it is really a marriage of The Natelson, Dale Group, HVS, and Catalyst Environmental working together on specific areas focusing on Strategic challenges/opportunities, a Balanced Mix of Integrated Activities, Future Downtown Carson. There will be an assessment of existing events and attractions, identifying new opportunities and potential impacts. The timetable will include community engagement meetings, workshops,

preparation of the report, and the presentation to the Council, Economic Development Commission, and the community. The complete process will take about a year to complete. Discussion ensued.

V. PUBLIC ORAL COMMUNICATIONS ON AGENDA ITEMS

Commissioner Pandolfo moved to approve the October 7, 2021, and November 4, 2021 meeting minutes, seconded by Vice-Chairperson Wallace, and unanimously carried.

VI. NEW BUSINESS

None

VII. UNFINISHED BUSINESS

a. Major Events Task Force Update

Vice-Chairperson Wallace reported the major events task discussed many of the topics mentioned by the Economic Development Strategy consultants. They are focusing on how to leverage things happening in the City of Carson so that things such as tourism and the hospitality industry, to name a few, can do well during that time. They look forward to potentially working with the RRM team to discuss how we can make adjustments to make sure the City of Carson benefits from the events.

Commissioner Pandolfo reported there is opportunity to capitalize on long standing assets, like the Sports Park that brings in million visitors a year.

VIII. PUBLIC ORAL COMMUNICATIONS FOR MATTERS NOT LISTED ON THE AGENDA

Carson Chamber of Commerce President Barry Waite reported is active in the redistricting process and the Quarterly Breakfast will be held on January 20, 2022 via Zoom.

IX. COMMISSION MEMBERS ORAL COMMUNICATIONS / ITEMS FOR FUTURE AGENDAS

None

X. STAFF ORAL COMMUNICATIONS

None

XI. ADJOURNMENT

Commissioner Pandolfo moved to adjourn to the February 3, 2022 meeting, seconded by Vice-Chairperson Wallace and unanimously carried.

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***ECONOMIC DEVELOPMENT COMMISSION
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Chairperson

Secretary