

**MINUTES**

**CITY OF CARSON  
REGULAR MEETING OF THE  
ECONOMIC DEVELOPMENT COMMISSION**

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

**August 4, 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, Apodaca, Embry, Jimenez, Kelley, Pandolfo Sparrow, Wallace

Economic Development Commissioners Absent: Childers, Harris, Cordova, Watar

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

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

**III. CONSENT CALENDAR**

This item was moved to the September 1, 2022, agenda.

**IV. INTRODUCTIONS/PRESNTATIONS**

None

**V. PUBLIC ORAL COMMUNICATIONS ON AGENDA ITEMS**

None

**VI. NEW BUSINESS**

**a. Brown Act**

Business Development Liaison LaToya Butler provided a link to the Brown Act to the Commissioners. A more formal discussion will be given by the City Clerk at a later date.

Chairperson Aldridge gave a brief synopsis of information he read online and will provide a link to the videos to share.

Discussion ensued.

**b. Economic Development Commission Bylaws**

Economic Development Liaison LaToya Butler reported the current bylaws are the only ones on file. The Economic Development Commissioners have the authority to make amendments to the bylaws but must be presented and approved by the City Council. Staff will provide an editable copy of the bylaws to Commissioners for changes and discussion at a later meeting.  
Discussion ensued.

**VII. UNFINISHED BUSINESS**

**a. Truck C.U.P**

Director of Community Development Saied Naaseh reported on the changes based on feedback from the Commission and business community, including but not limited to C.U.P. requirements, CEQA, existing buildings not being impacted, truck routes, and inclusion of cameras.

Discussion ensued.

There is a City Council subcommittee made up of two council members. The subcommittee invited a number of community stakeholders, and they provided comments. The guidelines are based on those comments and those of the EDC. Staff will update the EDC on September 1, 2022 and present it to the Planning Commission on September 13, 2022.

**b. Façade Improvement Program**

Assistant City Manager of Economic Development John Raymond reported the guidelines have been finalized for the program. The information will be available on the website, the PIO department will market the program through press releases and social media, and staff will reach out to the Chamber for assistance with spreading the word. The main commercial thoroughfares on Main Street, Avalon, Carson, and Sepulveda, will be targeted.

**c. Major Task Force Update**

Commissioner Pandolfo reported that the Economic Development Strategic Plan consultants will meet with some of the major businesses to identify some pockets that already generate many visitors. In addition, the task force is still identifying new avenues to take in marketing Carson before the major events.

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

None

**IX. COMMISSION MEMBERS ORAL COMMUNICATIONS / ITEMS FOR FUTURE AGENDAS**

Chairperson Aldridge attended the kickoff meeting for the 55<sup>th</sup> Anniversary.

**X. STAFF ORAL COMMUNICATIONS**

None

**XI. ADJOURNMENT**

The meeting was adjourned to the September 1, 2022 meeting.

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Chairperson

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Secretary