

MINUTES

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

**Dignity Health Sport Park
18400 Avalon Blvd.
Carson, CA 90746**

December 1, 2022 – 8:00 AM

- I. CALL TO ORDER** Vice Chairperson Wallace called the meeting to order at 8:26 a.m.
- II. ROLL CALL** Economic Development Commissioners Present: Apodaca, Childers, Jimenez, Kelley, Pandolfo Sparrow, Wallace
- Economic Development Commissioners Absent: Aldridge, Embry, Harris, Cordova, Watar
- Staff Present: John Raymond, Assistant City Manager of Economic Development; Saied Naaseh, Director of Community Development; Zak Gonzalez, Acting Economic Development Manager; LaToya Butler, Business Development Liaison
- Let the record show there were two people from the public in attendance.
- III. CONSENT CALENDAR**
- This item was moved to the January 5, 2023 agenda.
- IV. INTRODUCTIONS/PRESNTATIONS**
- None
- V. PUBLIC ORAL COMMUNICATIONS ON AGENDA ITEMS**
- None
- VI. NEW BUSINESS**
- a. City of Carson Small Business Grant Program and Façade Improvement Program**

Assistant City Manager of Economic Development John Raymond reported the Small Business Grant Program launched in October. There have been thirty businesses that have applied thus far. Initially, businesses that participated in the previous program, funded with Community Development Block Grant funds, were ineligible to apply. However, the item is going back to council to amend the guidelines to allow applicants to participate. The city is in the process of procuring an online portal for applicants to apply.

Director of Community Development Saied Naaseh reported the Façade program is harder to sell because the grant is awarded through reimbursement; the business must pay for improvements. Applicants can receive a grant of up to 250K but must spend 500K. Additionally, it requires a street view on a main thoroughfare.

The Commission discussed activities and possible code violations at the shopping center located at the corner of Avalon Blvd. and University.

Discussion ensued.

b. Economic Development Strategic Plan Summit

Assistant City Manager of Economic Development John Raymond reported the first meeting was held in October, the second in December and the last in January. They will have a draft report ready to go to council for discussion in February. They gathered good feedback from the group and staff is optimistic about the information generated.

c. Small Business Growth Academy

Assistant City Manager of Economic Development John Raymond reported that David Ochi is the Incubator program director at California State University Dominguez Hills. Mr. Ochi created the Small Business Growth Academy to assist small businesses within the city. The city agreed to fund the first cohort of eleven students. The program ran from the middle of September to last week. The participants learned basic business growth strategies. The attendees have been invited to attend a council meeting and receive a certificate. The city will continue to fund the program for a while.

Discussion ensued.

VII. UNFINISHED BUSINESS

a. General Plan Update

Director of Community Development Saied Naaseh reported staff will go to the Planning Commission in January with the General Plan. The EIR 45-day review ended, and the consultants are preparing the final EIR. The General Plan, EIR, and Housing Element are on the general plan website, www.2040Carson.com. The State of California approved the housing elements last week. The only remaining task is to rezone some of the properties to ensure enough sites for affordable housing.

Discussion ensued.

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

Chamber President reported the Chamber is working with the City and CSUDH on their coaching program for businesses in the community.

IX. COMMISSION MEMBERS ORAL COMMUNICATIONS / ITEMS FOR FUTURE AGENDAS

Avalon Camera Program

Code Violations at the University Shopping Center

X. STAFF ORAL COMMUNICATIONS

Director of Community Development Saied Naaseh reported all commission terms expired in November. The Mayor and Council will begin appointments in future council meetings.

XI. ADJOURNMENT

The meeting was adjourned at 9:24 a.m.

Chairperson

Secretary