



AGENDA

Economic Development/Waterfront Subcommittee

August 25, 2020
4:00-5:00 p.m.

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87876632739?pwd=VHVzN1VjU2U4K3RUZjlwaXV0c3REQT09>

Password: 896360

To Join by Telephone:

Dial: 1-669-900-6833

Webinar ID: 878 7663 2739

Password: 896360

Subcommittee Members

Jelani Killings, Mayor

Holland Barrett White, City Council

1. **Public Comment for Non-Agenda Items.** Please use the Q&A feature on the Zoom App, or if joining by phone please press *9 to raise your hand.
2. **Chamber BID:** Staff will present to the Subcommittee and request feedback on the proposed Business Improvement District (BID) Work Plan prepared by the Chamber of Commerce, as well as funding available to complete the work plan.
3. **National Fitness Campaign Grant:** Staff is looking for final direction on the awarded \$30,000 grant for the outdoor fitness gym.
4. **Corteva Tidelands Lease:** Staff will provide an update on the Tidelands Lease negotiation process with Corteva Agriscience.
5. **Grants Updates:** Staff will provide an update on the following three grant programs in which the City is participating:
 - i. Department of Boating and Waterways Grant
 - ii. Proposition 68 Grant
 - iii. Brownfields (EPA) Grants
6. **Pittsburg Chamber of Commerce.** The Pittsburg Chamber of Commerce may provide updates on their activities in the City.
7. **Upcoming Events.**
8. **Non-Agenda Items.**

Area of Focus for BID 2020-20221 Railroad Ave. See attached Map		
BID Task	Activity	Performance Measures
Marketing Programs and Materials for Railroad Façade Improvement Program	Create an educational marketing program including digital and printed materials to market program to Railroad businesses.	<p>Action items:</p> <ul style="list-style-type: none"> *Create digital and printed marketing program and materials for distribution. Printed marketing program is to include a four color mailable postcard * Assist the City in contacting targeted businesses. <p>Reporting:</p> <ul style="list-style-type: none"> *Submit copy of the marketing plan and draft materials to the City for approval * Once approved, post marketing materials and information re: program on social media * Mail out or deliver printed materials and program materials to all businesses in the targeted areas.
New Business Outreach and Promotion - Host Grand Openings/Meet & Greets for non-members and Ribbon Cuttings for Members	Be proactive by marketing and hosting grand openings/Meet & Greet for new businesses, and ribbon cuttings for Chamber Members. If possible, need assistance from the City in identifying upcoming businesses.	<p>Action items:</p> <p>Due to unknown social distancing regulations, new business Meet & Greets, Grand Openings and Ribbon Cuttings will be LIVE streamed on Facebook, YouTube and Vimeo until lifted.</p> <ul style="list-style-type: none"> * Provide the City with the guidelines for Grand Openings, Meet and Greets and Ribbon Cuttings as planned by the Chamber. Meet and Greets are distinguished as non-member open house functions. *Share the date, location of the event and submit flyer to City Staff prior to the event. Exact timeline may be hard to pinpoint due to the business owner's timeframe. The Pittsburg Chamber will share information and materials as soon as possible before the event. *Promote the event on most effective social media platform before the event and during – including graphics and videos. Work with the City to coordinate posting on platforms. * Invite dignitaries and key people for that business. <p>Reporting:</p> <ul style="list-style-type: none"> *Submit copy of at least one of the social media posts – or one of each platform utilized for each event hosted during the quarterly reports. * Keep a list of businesses contacted regarding these functions and their status – whether held, pending or declined.
Gateway Improvement and "Landing Strip" beautification	<ol style="list-style-type: none"> 1) Design new gateways on the south entrance to the city as well as highway 4 offramp 2) Beautify the landing strips before entering the city via kicker pass and before entering Old Town 3-setup a mechanism for community involvement for this intersection 	
The Crossroads	<p>Railroad and Leland intersection needs a facelift and is a key intersection in our city. It helps set the tone.</p> <ol style="list-style-type: none"> 1- Redo the landscaping 2-Develop a sustainable plan that keeps this intersection looking perfect 3-setup a mechanism for community involvement for this intersection 	