

**CITY COUNCIL MEETING
OF THE
CITY OF PARLIER**

“SPECIAL MEETING AGENDA”

DATE: Wednesday, February 03, 2016
TIME: 4:00 P.M. to 6:00 P.M.
PLACE: Parlier City Council Chambers
1100 E. Parlier Avenue
Parlier, CA. 93648

I. CALL TO ORDER/WELCOME:

Roll Call: Mayor Alma M. Beltran, Mayor Pro-Tem Raul Villanueva, Councilwoman Diane Maldonado, Councilwoman Yolanda Padilla, Councilman Juan Montaña, City Clerk Dorothy Garza.

Flag Salute: Mayor Alma M. Beltran

Invocation: Council member Yolanda Padilla

II. ADDITIONS/DELETIONS TO THE AGENDA:

III. PRESENTATIONS/INFORMATIONAL:

A. Economic Development Forum, California Academy for Economic Development; Larry Cope, Wes Ervin, Carol Nickning.

IV. ADJOURNMENT:

ADA Notice: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (559) 646-3545 ext. 227. Notification 48 hours prior to the meeting will enable the City to make arrangements to ensure accessibility to this meeting.

Documents: Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be made available for public inspection at the front counter at City Hall located at 1100 E. Parlier Avenue, Parlier, CA. during normal business hours. In addition, most documents are posted on the City's website at parlier.ca.us

STATEMENT ON RULES OF DECORUM AND ENFORCEMENT

The Brown Act provides that members of the public have a right to attend public meetings, to provide public comment on action items and under the public forum section of the agenda, and to criticize the policies, procedures, or services of the city or of the acts or omissions of the city council. The Brown Act also provides that the City Council has the right to exclude all persons who willfully cause a disruption of a meeting so that it cannot be conducted in an orderly fashion.

During a meeting of the Parlier City Council, there is a need for civility and expedition in the carrying out of public business in order to ensure that the public has a full opportunity to be heard and that the Council has an opportunity to conduct business in an orderly manner. The following is provided to place everyone on notice of the rules of decorum and enforcement.

GENERAL RULES OF DECORUM

While any meeting of the City Council is in session, the following rules of decorum shall be observed:

1. All remarks shall be addressed to the City Council as a whole and not to any single member, unless in response to a question from a member of the City Council.
2. A person who addresses the City Council under public comment for a specific agenda item or under the Public Forum section of the agenda may not engage in speech or conduct (i) which is likely to provoke others to violent or riotous behavior, (ii) which disturbs the peace of the meeting by loud and unreasonable noise, (iii) which is irrelevant or repetitive, or (iv) which disrupts, disturbs, or otherwise impedes the orderly conduct of any City Council meeting.
3. A person, other than members of the Council and the person, who has the floor, shall not be permitted to enter into the discussion unless requested by the Mayor to speak.
4. Members of the City Council may not interrupt a person who has the floor and is making public comments. Members of the City Council shall wait until a person completes his or her public comments before asking questions or commenting. The Mayor shall then ask Council members if they have comments or questions.
5. No person in the audience at a Council meeting shall engage in disorderly or boisterous conduct, including the utterance of loud, threatening or abusive language, whistling, stamping of feet or other acts which disturb, disrupt or otherwise impeded the orderly conduct of any Council meeting.

CITY OF PARLIER
SPECIAL CITY COUNCIL MEETING
February 3, 2016
ECONOMIC DEVELOPMENT PRESENTATION

SUBJECT: Economic Development Forum

SPONSOR: California Academy for Economic Development

PRESENTERS:

- Larry Cope, CEO & Director of Economic Development, Tuolumne County
- Wes Ervin, Principal, Wes Ervin & Associates
- Carol Nickning, California Association of Local Economic Development

TOPICS:

1. Economic Development Explained
2. The value of economic development to communities
3. Approaches and players
4. Parlier's economy
5. Upcoming February 16 & 17 Local Economic Advisory Program
6. Discussion





LARRY COPE'S BIOGRAPHY

Larry Cope is the CEO and Director of Economic Development for the Tuolumne County Economic Development Authority (TCEDA) in Sonora, California. The TCEDA is a joint partnership between Tuolumne County and the City of Sonora. Cope is responsible for the retention, expansion and recruitment of businesses for Tuolumne County. Locally he also serves as the Executive Director (and Founder) of the InnovationLab, a 6,000 sq. ft. technology and innovation accelerator and Board Member and Treasurer of HealthLitNow a regional non-profit focused on health literacy. He also sits on the Board of the Tuolumne County Revolving Loan Fund (RLF) Board and as Treasurer of the Tuolumne County Community Cable Access (TCCCA) board.

Regionally Mr. Cope serves as the Executive Director of the Central Sierra Economic Development District (CSEDD) a federally recognized Economic Development District and currently holds a position as Chairman of the Board for the Central Sierra Economic Partnership (CSEP). He serves as Treasurer of the Yosemite Gateway Partners a partnership of government agencies, non-profit organizations, tribes, individuals and businesses that partner with Yosemite National Park. He also services on the executive committee of AgPLUS+ an Investing in Manufacturing Communities Partnership (IMCP) designated region in Central California.

Prior to his position in Sonora, Cope served as President/CEO of the Gilroy Economic Development Corporation in Gilroy, California, where he also served as the Chairman for both the Silicon Valley Economic Development Alliance (SVEDA) and the Central Coast Marketing Team (CCMT).

Cope was also the Executive Director for the Junction City-Geary County Economic Development Commission in Junction City-Fort Riley, Kansas from 2001 to 2005, and the Executive Director for the Jefferson County Economic Development (and Tourism) Commission in Oskaloosa, Kansas from 1996 to 2001.

He is a 2014 Graduate of the CDFAs Development Finance Certified Professional Institute, a 2007 Graduate of the California Downtown Association Institute, 2003 graduate of the Community Development Institute, 2001 graduate of the Economic Development Institute, and a 2001 graduate of the National Development Council's Economic Development Finance Professional Institute.

He holds national certifications as a Professional Community and Economic Developer (PCED), an Economic Development Finance Professional (EDFP), and a Certified Downtown Professional (CDP).

With nearly twenty years of economic development and tourism, and thirty years of management, and marketing background, Cope is a sought-after speaker and guest instructor throughout the United States by organizations such as the International Economic Development Council (IEDC), California Association of Economic Development (CALED), California Downtown Association (CDA), San Joaquin Valley Regional Association of California Counties (SJVRACC), Council of Development Finance Agencies (CDFA), Commonwealth Club (CC) of San Francisco, the Economic Development Institute (EDI), the Community Development Institute (CDI), Columbia College (CC) and Kansas State University (KSU).

WES ERVIN

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Economic Development / Grant Funding / Airport Management Small Business Assistance / Conflict Resolution Regulatory Reform / Public Service

Certified Economic Development Professional with proven 28-year record of performance and accomplishments in all aspects of economic development—business recruitment, retention, tourism, workforce development, program management, real estate development, retail, industrial, downtown revitalization, market research, grant applications and implementation, etc. Ability to coordinate with all levels of public and private organizations ensuring success of the program or project. Understands and works within regulatory frameworks, helps establish appropriate policies. A leader that can be depended on to meet deadlines while working independently or as part of stakeholder teams. A polished expert who well represents his profession.

CAREER OVERVIEW

Economic Development Consulting at Wes Ervin & Associates, Applied Development Economics, Chabin Concepts, – Since February 2014, and 1993 thru 2006

Currently consulting on several economic development projects throughout California. Previously managed 76 economic development consulting projects and contributed to 32 others – covering a wide range of topics in communities and counties in California, New Mexico and Nevada.

Yolo County Administrator's Office – Economic Development and Airport Manager – Aug 2006 - Feb 2014

Developed a new economic development program from scratch in newly established position, including General Plan policies, CDBG, EDA, USEPA and other grant programs, permit streamlining, collaboration with 4 cities, visitors' bureau board, and infrastructure development. Day-to-day management and development of Yolo County Airport.

Industrial Recruiter and Permit Assistance – California Trade and Commerce Agency – 1986 thru 1993

Recruited nine major projects with over 1,000 new jobs, specialized in the nascent biotechnology industry. Established a 22-county regional economic development collaborative, managed the Office of Permit Assistance for two years, and created Governor's Task Force on Biotechnology policy.

California Environmental Affairs Agency – 1983 thru 1986

Helped develop California's offshore oil policy, participated in inter-agency multi-state environmental reviews for pipelines and processing facilities handling crude oil from offshore Santa Barbara.

Fluor Engineers and Constructors – California and Alaska – 1974 thru 1983

Managed permit field office for the Alaskan Segment of the Alaskan Natural Gas Transportation System, space planning and progress reporting for large engineering task forces, pressure vessel and storage tank designer.

EDUCATION AND PROFESSIONAL CERTIFICATIONS

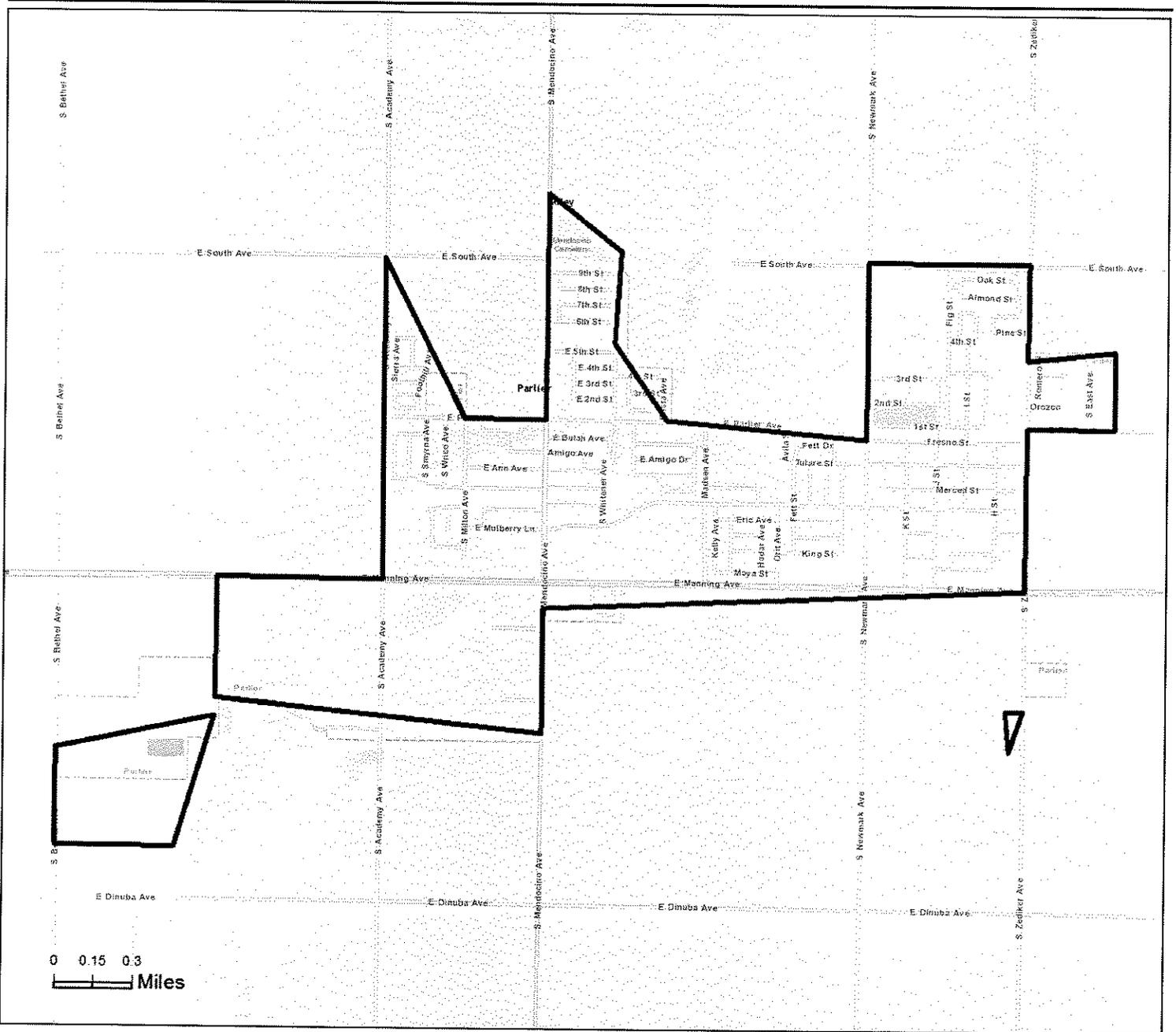
- Certified Economic Developer (CEcD) with International Economic Development Council – since 2002
- B.S. Degree Social Sciences (Anthropology) – University of California, Riverside -- 1973
- Almost Masters in Business Administration – California State University at Sacramento – 1993
- Certificate in Business Management – UCLA Extension -- 1981



Site Details Map

Parlier City, CA
Parlier City, CA (0655856)
Geography: Place

City of Parlier_ESRI Reports_12.29.15



This site is located in:

City: Parlier city
County: Fresno County
State: California
ZIP Code: 93648
Census Tract: 06019008502
Census Block Group: 060190085023
CBSA: Fresno, CA Metropolitan Statistical Area



Executive Summary

Parlier City, CA
Parlier City, CA (0655856)
Geography: Place

City of Parlier_ESRI Reports_12.29.15

Population

Parlier city, CA...

2000 Population	11,452
2010 Population	14,494
2015 Population	15,044
2020 Population	15,672
2000-2010 Annual Rate	2.38%
2010-2015 Annual Rate	0.71%
2015-2020 Annual Rate	0.82%
2015 Male Population	51.4%
2015 Female Population	48.6%
2015 Median Age	26.2

In the identified area, the current year population is 15,044. In 2010, the Census count in the area was 14,494. The rate of change since 2010 was 0.71% annually. The five-year projection for the population in the area is 15,672 representing a change of 0.82% annually from 2015 to 2020. Currently, the population is 51.4% male and 48.6% female.

Median Age

The median age in this area is 26.2, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	49.8%
2015 Black Alone	0.6%
2015 American Indian/Alaska Native Alone	1.2%
2015 Asian Alone	0.9%
2015 Pacific Islander Alone	0.1%
2015 Other Race	44.0%
2015 Two or More Races	3.3%
2015 Hispanic Origin (Any Race)	96.8%

Persons of Hispanic origin represent 96.8% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 76.7 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	2,501
2010 Households	3,297
2015 Total Households	3,406
2020 Total Households	3,536
2000-2010 Annual Rate	2.80%
2010-2015 Annual Rate	0.62%
2015-2020 Annual Rate	0.75%
2015 Average Household Size	4.42

The household count in this area has changed from 3,297 in 2010 to 3,406 in the current year, a change of 0.62% annually. The five-year projection of households is 3,536, a change of 0.75% annually from the current year total. Average household size is currently 4.42, compared to 4.40 in the year 2010. The number of families in the current year is 3,022 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 29, 2015



Executive Summary

Parlier City, CA
Parlier City, CA (0655856)
Geography: Place

City of Parlier_ESRI Reports_12.29.15

Parlier city, CA...

Median Household Income

2015 Median Household Income	\$35,080
2020 Median Household Income	\$40,487
2015-2020 Annual Rate	2.91%

Average Household Income

2015 Average Household Income	\$45,609
2020 Average Household Income	\$52,336
2015-2020 Annual Rate	2.79%

Per Capita Income

2015 Per Capita Income	\$10,507
2020 Per Capita Income	\$12,026
2015-2020 Annual Rate	2.74%

Households by Income

Current median household income is \$35,080 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$40,487 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$45,609 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$52,336 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$10,507 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$12,026 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	2,701
2000 Owner Occupied Housing Units	1,448
2000 Renter Occupied Housing Units	1,053
2000 Vacant Housing Units	200
2010 Total Housing Units	3,494
2010 Owner Occupied Housing Units	1,524
2010 Renter Occupied Housing Units	1,773
2010 Vacant Housing Units	197
2015 Total Housing Units	3,680
2015 Owner Occupied Housing Units	1,519
2015 Renter Occupied Housing Units	1,887
2015 Vacant Housing Units	274
2020 Total Housing Units	3,867
2020 Owner Occupied Housing Units	1,570
2020 Renter Occupied Housing Units	1,966
2020 Vacant Housing Units	331

Currently, 41.3% of the 3,680 housing units in the area are owner occupied; 51.3%, renter occupied; and 7.4% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 3,494 housing units in the area - 43.6% owner occupied, 50.7% renter occupied, and 5.6% vacant. The annual rate of change in housing units since 2010 is 2.33%. Median home value in the area is \$158,311, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.04% annually to \$175,174.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 29, 2015