

CERES REDEVELOPMENT AGENCY Minutes

December 10, 2007

Chairperson Cannella called the Ceres Redevelopment Agency Meeting to order at 8:30p.m. with the following in attendance:

ROLL CALL Board Members Lane, Ochoa, Vierra, Chairperson Cannella

APPROVAL OF THE MINUTES of the regular meeting of August 13, 2007.

MOTION: Approve the minutes of the regular meeting of August 13, 2007.

MOVED: Moved by Lane/seconded by Ochoa

VOTE: **Motion passed unanimously. (4/0)**

CITIZEN COMMUNICATIONS – None.

APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND CERTIFICATION OF POSTING

MOTION: Approve the Agenda as posted (or amended) and certification of posting.

MOVED: Moved by Lane/seconded by Vierra

VOTE: **Motion passed unanimously. (4/0)**

CONFLICT OF INTEREST DECLARATION – None.

CONSENT CALENDAR – None.

PUBLIC HEARING

1. Ceres Redevelopment Agency 2004 Five-Year Implementation Plan Mid-Term Review.

Brad Kilger, Executive Director, introduced the item and explained that the California Redevelopment Law requires that the Agency conduct a Public Hearing and hear comments from all interested parties for the purpose of reviewing the Implementation Plan's progress as it pertains to the redevelopment project area plan.

The Public Hearing will provide the public with an opportunity to review the plan's progress and recommend changes if needed. If changes are recommended staff would prepare an amended Implementation Plan and bring it back to the Agency for approval. If changes are not needed, the Plan would continue to act as the policy and program guide through 2009 when the Implementation Plan for 2009-2014 would be heard at a Public Hearing and potentially adopted.

8:32 p.m. the Public Hearing was opened.

8:33 p.m. there being no one wishing to speak, the Public Hearing was closed.

MOTION: Approve the Ceres Redevelopment Agency 2004 Five-Year Implementation Plan Mid-Term Review.

MOVED: Moved by Vierra/seconded by Ochoa

VOTE: **Motion passed unanimously. (4/0)**

NEW BUSINESS

2. Termination of Financial Assistance Agreement with the Ceres Chamber of Commerce.

Brad Kilger, Executive Director presented a brief overview of the staff report outlining the past financial assistance the Board has provided the Chamber and the conditions placed on the receipt of that assistance. Mr. Kilger further stated that at a Council Study Session held on November 15, 2007, the Chamber board presented their 2008 Business Plan. The plan proposed several new programs and focused their market approaches on tangible projects versus paying for general operational expenses. The Business Plan also requested \$21,000 to fund four specific projects for 2008, they are:

- Quarterly Chamber Magazine - \$12,000
- Hispanic Business Mailer - \$3,000
- Home-based Business Mailer - \$3,000
- Start-up costs for a Business Seminar Series – 3,000

The Chamber also requested that the funding be provided in a lump-sum upfront payment because they feel they are not in a financial position to negotiate reimbursement on a project by project basis. The Chamber's 2008 plan focuses more on tangible work projects and does not propose to use the funds for general operating expenditures, which is consistent with the long-term goal of the CRA Board.

Alan Love, Chamber President, addressed the Board and stated that he feels the Chamber has made improvements under his direction. He stated that they set realistic goals, put their plans in place and have brought additional people on-board to help accomplish those goals.

Chairperson Cannella stated that he has seen an improvement in the Chamber since Mr. Love has taken over as Chamber President and asked when his term will expire.

Mr. Love responded that his term will expire at the end of the 2008 calendar year.

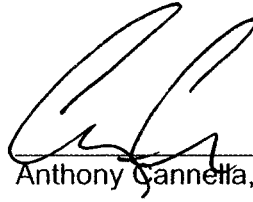
After some Council discussion on the importance of having a viable Chamber of Commerce and the benefits of the City partnering with the Chamber on specific projects, the following motion was made:

MOTION: Accept the Chamber's 2008 Business Plan and direct staff to return with a new agreement that specifies specific projects to be completed and provide the Chamber with a lump sum payment of \$21,000.

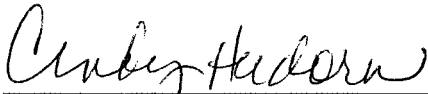
MOVED: Moved by Lane/seconded by Vierra

VOTE: **Motion passed unanimously. (4/0)**

There being no further business Chairperson Cannella adjourned the meeting at 8:52 p.m. to the next regularly scheduled meeting on January 14, 2008 in the City Council Chambers located at 2210 Magnolia Street.

A handwritten signature in black ink, appearing to read 'Anthony Cannella', written over a horizontal line.

Anthony Cannella, Chairperson

A handwritten signature in black ink, appearing to read 'Cindy Heidorn', written over a horizontal line.

Cindy Heidorn, CMC
Deputy City Clerk