



ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. Sixth Street, Beaumont, CA

Wednesday, January 12, 2022 - 4:00 PM

Materials related to an item on this agenda submitted to the Economic Development Committee after distribution of the agenda packets are available for public inspection in the City Clerk's office at 550 E. 6th Street during normal business hours.

AGENDA

MEETING PARTICIPATION NOTICE

This meeting will be conducted utilizing teleconference communications and will be recorded for live streaming as well as open to public attendance subject to social distancing and applicable health orders. All City of Beaumont public meetings will be available via live streaming and made available on the City's official YouTube webpage. Please use the following link during the meeting for live stream access.

beaumontca.gov/livestream

Public comments will be accepted using the following options.

1. Written comments will be accepted via email and will be read aloud during the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Comments can be submitted anytime prior to the meeting as well as during the meeting up until the end of the corresponding item. Please submit your comments to: nicolew@beaumontca.gov
2. Phone-in comments will be accepted by joining a conference line prior to the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Please use the following phone number to join the call **(951) 922 - 4845**.
3. In person comments subject to the adherence of the applicable health orders and social distancing requirements.

In compliance with the American Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's office using the above email or call **(951) 572 - 3196**. Notification 48 hours prior to a meeting will ensure the best reasonable accommodation arrangements.

REGULAR SESSION

4:00 PM

CALL TO ORDER

Committee Members: Mayor Lloyd White, Council Member Mike Lara, City Manager Todd Parton, Economic Development Manager Kyle Warsinski, Member Monir Ahmed, Member Richard Bennecke, Member Ebon Brown, Member David Getka, Member Allen Koblin, Member Von Lawson, Member Rob Moran, Member Bette Rader, Member Carl Vince, BUSD Student Angelina Segovia, Alternate Member Trina Fregozo, and *Vacant Alternate Member seat*

Action of any Requests for Excused Absence

Pledge of Allegiance

Adjustments to Agenda

Conflict of Interest Disclosure

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or Secretary. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Reorganization of Committee

Recommended Action:

Selection of chair and vice chair.

2. Approval of Minutes

Recommended Action:

Approval of Minutes dated October 13, 2021.

3. Assist Downtown Business and Landowners to Promote Business Growth and Development in the Central Business District

Recommended Action:

Discuss ideas and options to assist downtown business and landowners to promote business growth and development in the central business district.

4. Update of Projects from City Staff

TOPICS FOR FUTURE AGENDAS

5. Intro to New Businesses Program

6. Workforce Development / Apprenticeship Program

REPORTS

ADJOURNMENT

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, February 9, 2022, at 4:00 p.m.

Beaumont City Hall – Online www.BeaumontCa.gov

Committee Vision Statement:

The Beaumont Economic Development Committee shall work to create a balanced, sustainable and diverse business base that leverages existing local business while filling in gaps by creating a plan to recruit and market to new business that will benefit Beaumont's growth, quality of life and values that Beaumont City Council sets forth.

Committee Goals:

- Develop an Economically Balanced Community.
- Recruit New Business, while retaining and expanding local business, that promote growth of primary jobs and/or sales tax revenue.
- Create a Quality of place that establishes Beaumont as a community to establish or grow a business.
- Leverage the City's Strengths to maximize Business opportunities.



Staff Report

TO: Economic Development Committee Members
FROM: Nicole Wheelwright, Deputy City Clerk
DATE: January 12, 2022
SUBJECT: Reorganization of Committee

Background and Analysis:

Annually, the Committee has the opportunity for reorganization to appoint a chair and vice chair to the Committee. The chair has the responsibility of leading the committee meetings and the vice chair assumes that responsibility when the chair is unavailable. City staff recommends that nominations be taken for position of chair then a call for vote. If that motion does not pass, the committee will vote until a chair is selected. The same process is recommended for vice chair.

Recommended Action:

Selection of chair and vice chair.

ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. 6th Street, Beaumont, CA

Wednesday, December 08, 2021 - 4:00 PM

MINUTES

REGULAR SESSION

4:00 PM

CALL TO ORDER at 4:00 p.m.

Present: Committee Members: Council Member Rey Santos, Kari Mendoza (delegated representative for City Manager Todd Parton), Economic Development Manager Kyle Warsinski, Member Monir Ahmed, Member Richard Bennecke, Member David Getka, Member Allen Koblin (in attendance at 4:04 p.m.), Member Von Lawson, and Member Bette Rader, Alternate Member: *vacant*
Absent: Council Member David Fenn, Member Ebon Brown, Member Rob Moran, Member Carl Vince, BUSD Student Angelina Segovia, and Alternate Member Trina Fregozo

Action of any Requests for Excused Absence

Pledge of Allegiance

Adjustments to Agenda: **None**

Conflict of Interest Disclosure: **None**

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

No comments.

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Motion by Member Getka

Second by Member Rader

To approve the minutes dated October 13, 2021.

Approved by a 6-0 vote.

Abstain: Bennecke, Koblin

Absent: Fenn, Parton, Brown, Moran, Vince

2. Update of Projects from City Staff

Discussion of a tour of the City for committee members.

3. Mt. San Jacinto College Business Incubator Presentation
Presentation by Dr. Ralph Berry.

TOPICS FOR FUTURE AGENDAS

4. Intro to New Business Program
5. Workforce Development/Apprenticeship Program

REPORTS

Rader - *Announcement of Winter Wish, the upcoming Good Morning Beaumont, and the Chamber's Installation Dinner in January.*

ADJOURNMENT at 5:04 p.m.

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, January 12, 2022, at 4:00 p.m.



Staff Report

TO: Economic Development Committee
FROM: Kyle Warsinski, Economic Development Manager
DATE January 12, 2022
SUBJECT: **Assist Downtown Business and Landowners to Promote Business Growth and Development in the Central Business District**

Background and Analysis:

The Elevate Beaumont 2040 General Plan adopted on December 1, 2020, included a specific plan (SP) for downtown Beaumont. This plan included new land use designations, new and revised zoning districts, improved development standards and new street sections.

The SP recognizes the historic central business district (CBD) area as the heart of the City providing a diverse economic, residential and cultural opportunities. Pursuant to the SP this vision will be achieved by creating a core area with locally oriented businesses and service establishments as well as recreational and cultural amenities. It is imperative that the built environment creates a sense of place built upon pedestrian-oriented design concepts.

A critical element to the success of the SP's vision is active participation of the downtown business community and landowners. Many cities have successfully engaged their local stakeholders to establish downtown specific organizations that market their CBDs and encourage business growth and expansion. The City of Lodi is one such example and information on their program is included in Attachment A to this report.

As with Lodi and other communities who have created successful downtown programs, Beaumont would be best served by engaging its key stakeholders to enhance its efforts to revitalize the CBD. The City is already investing substantial dollars on core projects and economic development services to create the preferred environment and provide support to the downtown business community.

The Beaumont Economic Development Committee may provide a resource to initiate meetings of the key stakeholders. The objective of these meetings would be to facilitate the formation of a formal organization for the CBD such as a Downtown Business Association. This association would be separate and apart from the City and would be managed by the stakeholders.

City Council has provided direction to the Economic Development Committee to do the following:

1. Identify key stakeholders for the CBD area that is defined in the General Plan;
2. Reach out to said stakeholders and organize a kickoff meeting intended to orient the attendees on the City's downtown vision, to inform them of the capital improvements programed for the downtown area and the economic development resources offered by the City, and to identify common issues and concerns for the stakeholders; and
3. To help facilitate and support an on-going effort to be driven by the stakeholders.
4. Provide feedback on an approach to get started.

Recommended Action:

Discuss ideas and options to assist downtown business and landowners to promote business growth and development in the central business district.

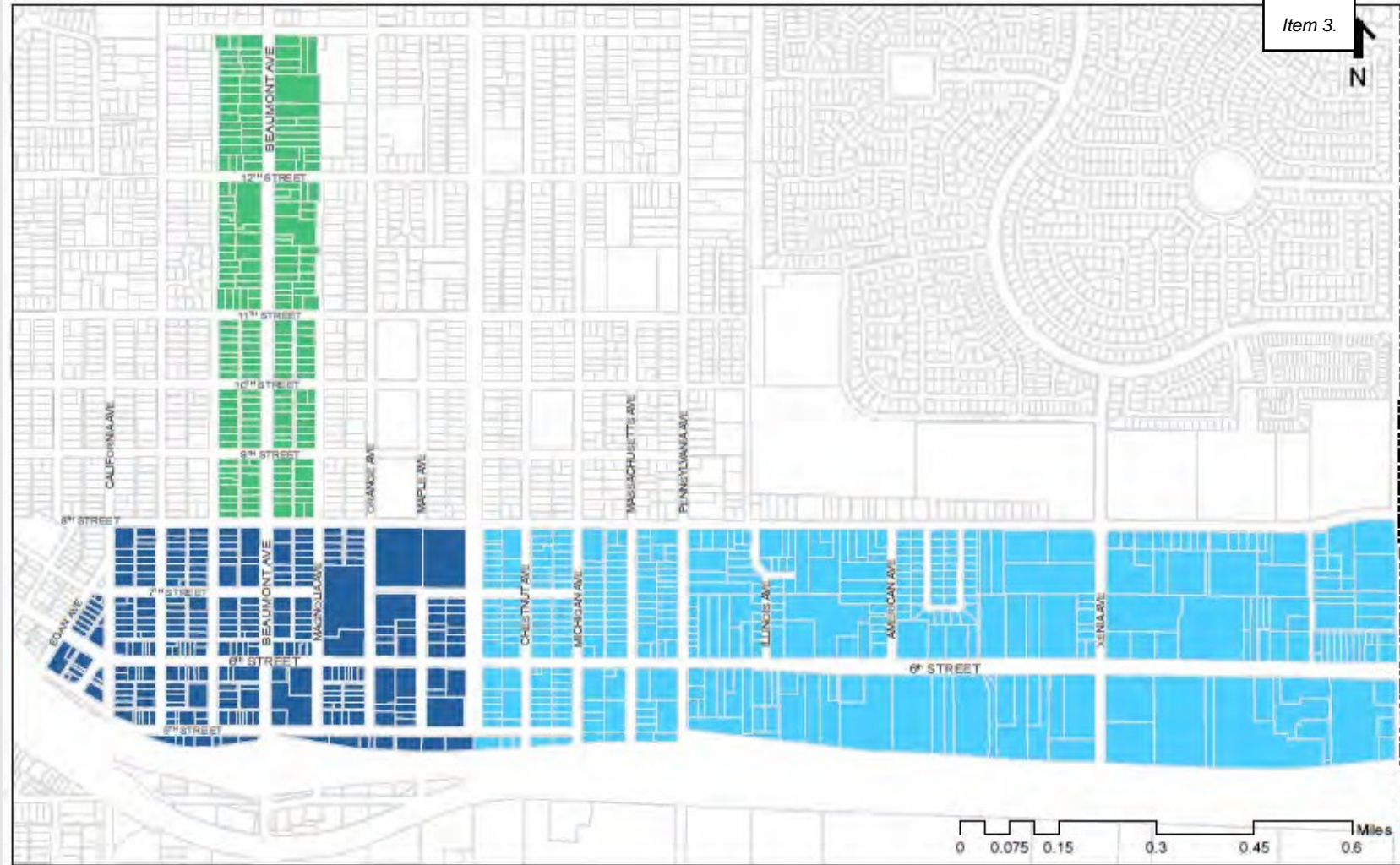
Attachments:

- A. City of Lodi Business Association
- B. Presentation





Vision for Downtown

City Council
January 4, 2022

Downtown Area Plan



Downtown Core District

-  City Boundary
-  Beaumont Avenue District
-  Downtown District
-  Extended Sixth Street District

Item 3.

Downtown Vision

- Focused interventions in area along Sixth Street and Beaumont Avenue
- Defining the City’s center:
 - *Civic anchor*
 - *Walkable, active, and pedestrian-oriented*
 - *Retail and entertainment*
 - *Mixed residential uses*

Downtown Beaumont will be the heart of the City, providing an exciting diversity of economic, residential, and cultural opportunities. It will be a vibrant and dynamic place to work, live, shop, and gather for special events. It will also be a pedestrian-friendly environment with comfortable sidewalks and an inviting streetscape. The Downtown Area Plan will create a balanced and integrated mix of residential, office, retail and civic land uses that generate daily activity in the daytime and evenings and create a lively and dynamic environment. This Plan encourages opportunities for public gathering spaces and parks for civic and cultural events that are supported by a street network which meets the needs of pedestrians, bicyclists, and motor vehicles.



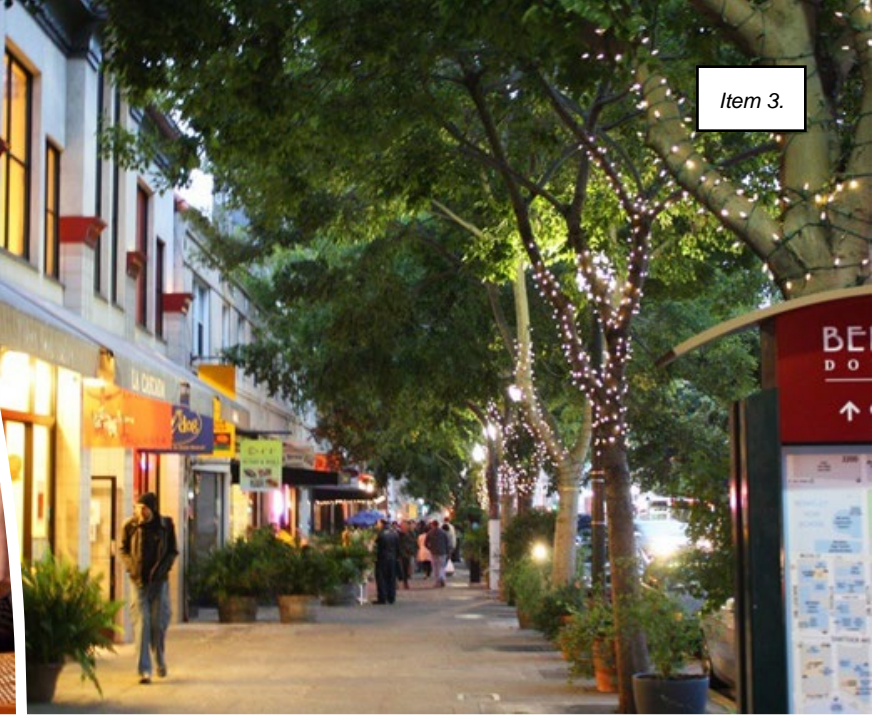
Downtown Mixed Use

ALLOWED USES:

- Mixed-use development, including retail, offices, and housing

DEVELOPMENT STANDARDS:

- Density: 15 Units per acre
- Maximum Building Height: 3 stories (45 feet)



Item 3.



Beaumont Avenue Mixed Use

ALLOWED USES: Professional office, service, and limited commercial activities along with residential uses

DEVELOPMENT STANDARDS:

Density: 10 Units per acre

Maximum Building Height: 2 stories, 35 feet



Sixth Street Mixed Use

ALLOWED USES: Commercial and multifamily housing

DEVELOPMENT STANDARDS:

Density: 22 Units per acre

Maximum Building Height: 4 stories, 60 feet



Sixth Street Mixed Use - Residential

ALLOWED USES: Commercial, retail, multi-family housing, live-work units

DEVELOPMENT STANDARDS:

Density: 22 Units per acre

Maximum Building Height: 4 stories, 60 feet



Downtown Mixed Residential

ALLOWED USES: Single and multi-family residential

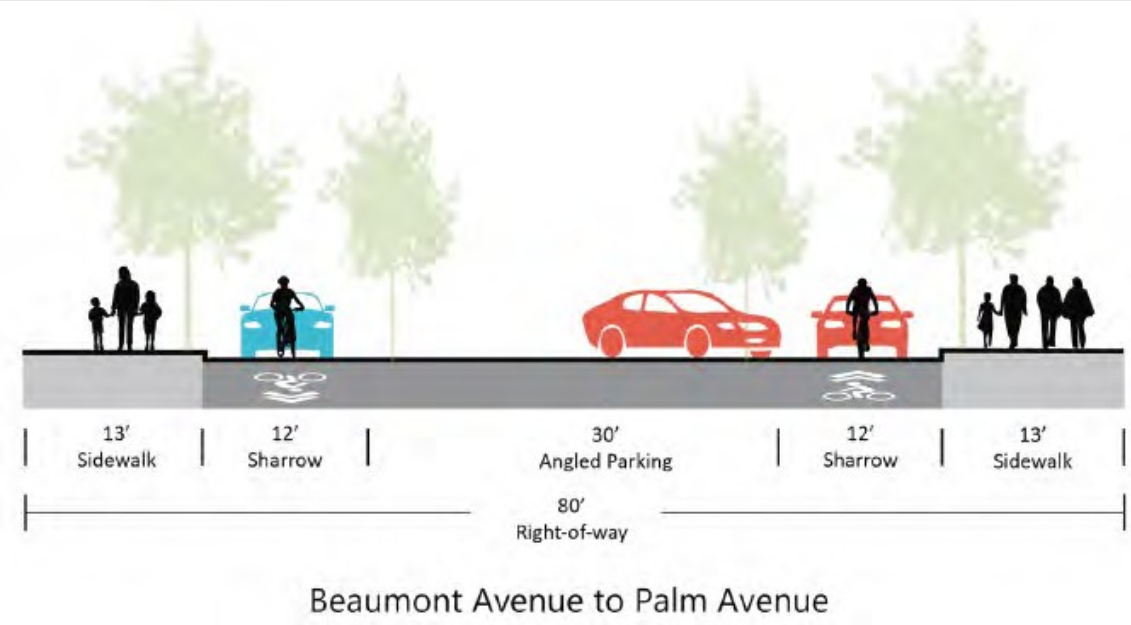
DEVELOPMENT STANDARDS:

Density: 12 Units per acre

Maximum building height: 2 stories or 35 feet (whichever is less)



Sixth Street



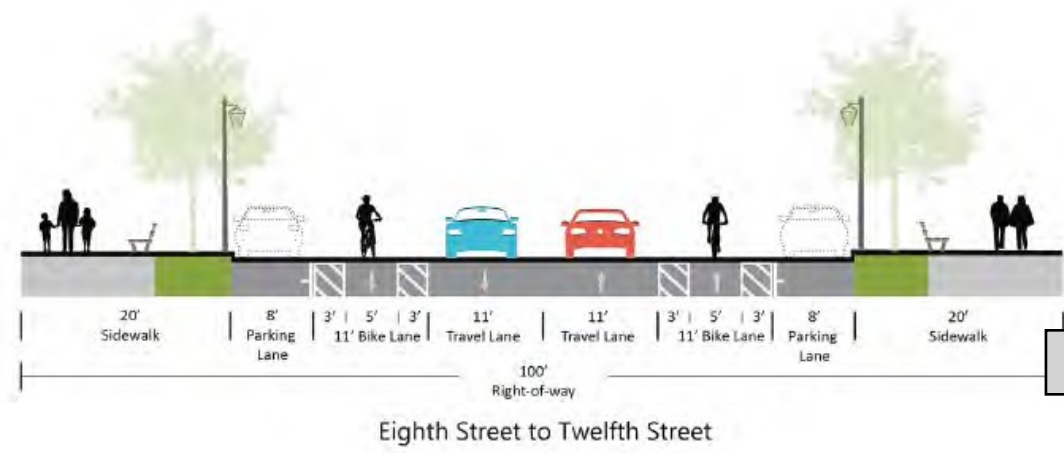
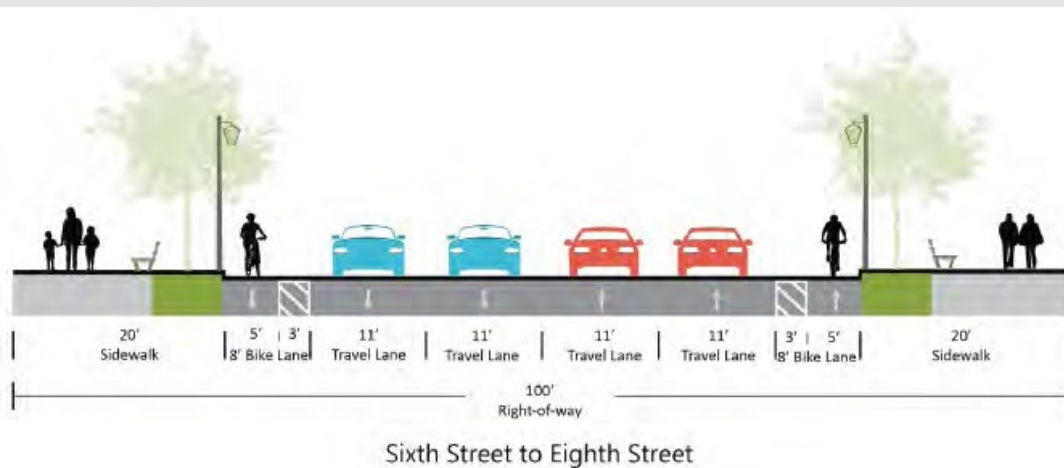
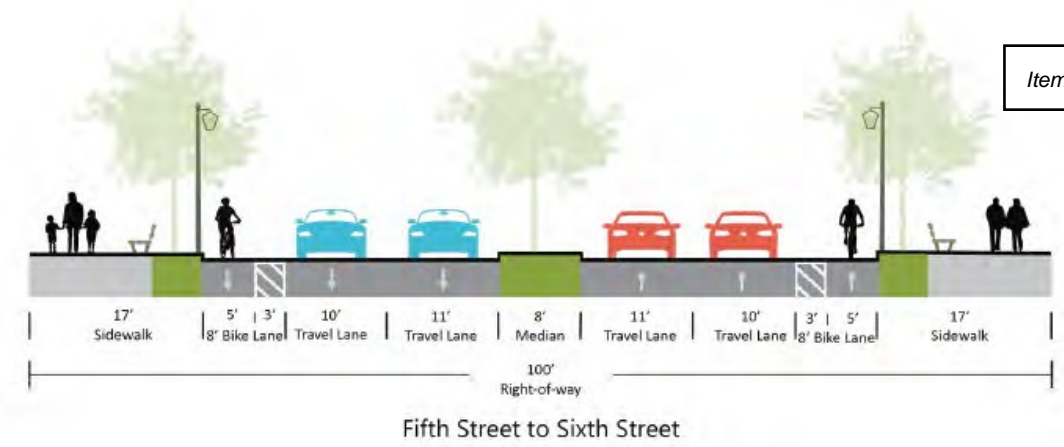
Sixth Street (Beaumont Avenue to Palm Ave)

Item 3.



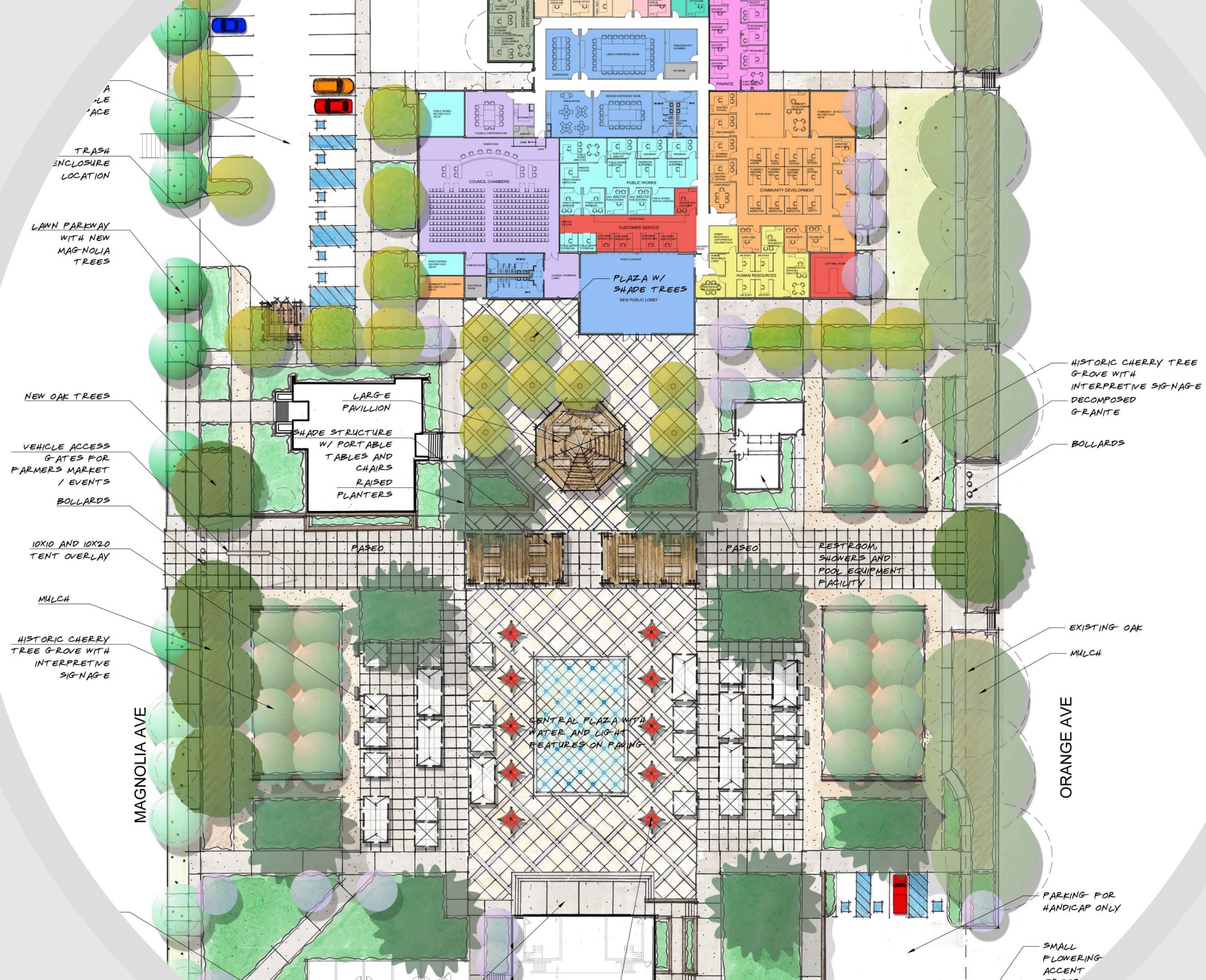
Beaumont Avenue

Item 3.



Beaumont Civic Plaza





Grace Avenue Building

Item 3.



High Priority Actions



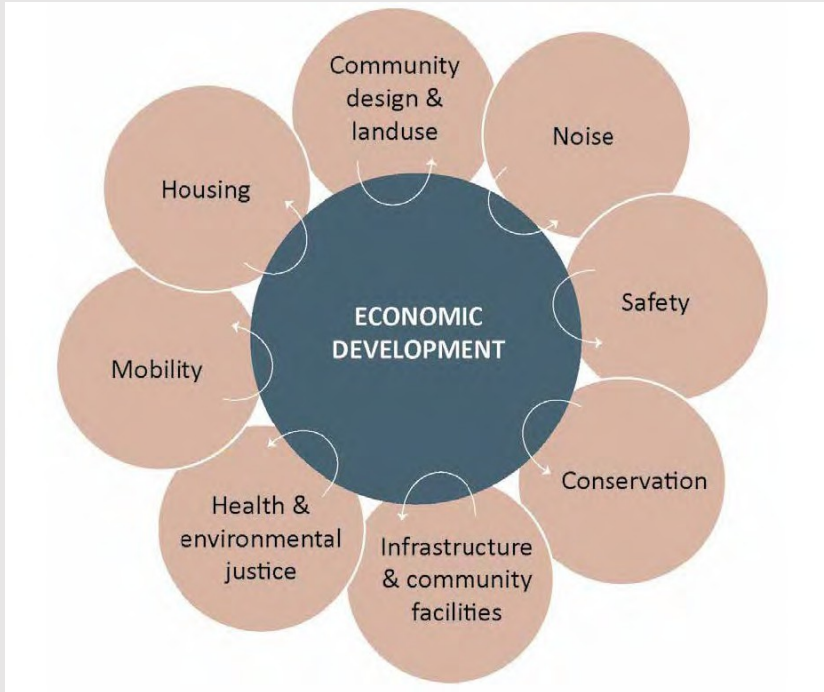
- Permit Processing. Maintaining and enhancing efficient building permit processes.
- Online Site Inventory. Create and maintain an online inventory of shovel-ready sites and provide individualized site selection assistance to expanding and new businesses.
- Retail Recruitment Strategy. Create and implement a retail recruitment strategy that utilizes direct communications with targeted retailers to reverse sales tax leakage in key sectors, such as dining, entertainment, and specialty retail.

Strategy



- Retail Recruitment Strategy.
- Identify Barriers of Entry
 - Fiscal
 - Environmental
 - Logistical
- Propose Solutions and/or Incentives to Reduce Barriers of Entry

Getting to Work



- Economic Development Committee
- Establish Downtown Business Association
- Meet Regularly with Downtown Businesses
- Catalog Barriers of Entry
- Determine How to Overcome Barriers



**"Insuring the Future Growth
of Historic Downtown Lodi"**



 INFO@DBALODI.COM



WE LOVE OUR MEMBERS

Downtown Lodi is the hub of the local community with many businesses offering great services for the city and residents. Lodi is a diverse playground built on the foundation that all our members uphold and that is to always be a welcoming, something for everyone type of place.

[CHECK THEM OUT](#)



RESTAURANTS

Hungry? Thirsty? Both? We get it. There is something quite amazing about the dining and drinks out in Lodi. Maybe its the closeness to the vineyards ...

[READ MORE](#)




SHOP

Looking for that special item or gift for that special someone? Just in the mood to do some souvenir shopping? Or are you looking for something ...

READ MORE







LODI, CA



52°F

PARTLY CLOUDY

4
mph

FRI	 50°F		6 mph
SAT	 49°F		4 mph
SUN	 53°F		4 mph

Powered by Dark Sky

SIGN UP FOR OUR FREE E-NEWSLETTER

YOUR EMAIL:

SUBMIT

LATEST NEWS & EVENTS

JULY 21,
2021

MARK YOUR CALENDAR FOR OUR MEMBER MIXER ON AUGUST 2ND!

Mark your calendar for Monday, August
2nd from 6-7:30 pm
at @jeremywineco for our first DBA
Member Mixer in over a year!...



**JULY 12,
2021**

SUPPORT LOCAL BUSINESS WITH THE RAD CARD!

[READ MORE](#)

**DBA
MEMBER
MIXER
MONDAY
AUGUST**

**SAVE
TUE**

AUGUST 2ND, 2021

Jeremy Wine Co
6 W Pine St
6:00 PM- 7:30 PM

DATE

JULY 7, 2021

JOIN US IN-PERSON ON AUGUST 2ND FOR A DBA MEMBER MIXER.

READ MORE

THINGS TO DO



Item 3.



Downtown Lodi is the premier hot spot because many of the stores and restaurants are run by local business owners. When you walk into their stores and cafes you will feel welcome and comfortable. You can find generations of families hard at work who are always willing to greet you with a smile. The friendly and helpful locals are one of unique charms about downtown Lodi, and the dominance of local businesses in the downtown area make it truly special.

WHAT WE DO

[Members](#)

[About Us](#)

[Sign Up For Membership](#)


WHO WE ARE

[Our Story](#)

[Board of Directors](#)

[History of Lodi](#)

CONTACT INFO

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 info@dbalodi.com