



Economic Development Advisory Team

MEETING AGENDA

June 14, 2017

12:00 pm – 2:00 pm

City of Union City

Council Conference Room

34009 Alvarado-Niles Road, Union City, CA 94587

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| I. CALL TO ORDER | 12:00 pm |
| II. REVIEW OF MINUTES FROM LAST MEETING | 12:00 - 12:05 pm |
| III. ORAL COMMUNICATIONS | 12:05- 12:10 pm |
| IV. WORKING SESSION
Review of Draft General Plan - Economic Development Element
Carmela Campbell, Planning Manager | 12:10 - 1:00 pm |
| V. DISCUSSION / UPDATES / PRESENTATIONS | |
| a. Economic Development Updates
Gloria Ortega, Economic Development Manager
• EDAT Representation on General Plan Committee | 1:00 - 1:10 pm |
| b. Communication and Marketing Updates
Marketing and Communications Team | 1:10 - 1:20 pm |
| c. Financial Report and/or City Manager Updates
Tony Acosta, City Manager | 1:20– 1:30pm |
| d. Union City Chamber of Commerce Updates
Marty Ankenbauer, Board President
Rey Sison, Executive Director | 1:30– 1:40pm |
| e. Alvarado Historic District Merchant Association Updates
Sarah Lantimo, AHDMA Vice President | 1:40– 1:50pm |
| VI. NEW BUSINESS / ANNOUNCEMENTS | 1:50 – 1:55 pm |
| VII. NEXT MEETING | JULY 13, 2017 |
| VIII. GOOD OF THE ORDER | 1:55 – 2:00 pm |
| IX. ADJOURNMENT | 2:00 pm |



DATE: JUNE 14, 2017

TO: ECONOMIC DEVELOPMENT ADVISORY TEAM

FROM: JOAN MALLOY, ECONOMIC AND COMMUNITY DEVELOPMENT

SUBJECT: GENERAL PLAN UPDATE: REVIEW OF DRAFT ECONOMIC DEVELOPMENT ELEMENT

BACKGROUND

In October 2016, the General Plan Update Land Use Alternatives phase wrapped up with City Council providing final direction on their preferred land use alternatives. Since then, the consultant team has been working to update the General Plan policy document approved in 2002. The feedback regarding the land use alternatives, as well as comments received through the public workshops, are being used to inform the update to the policy document.

You can view the City's current General Plan policy document on-line at <http://www.ci.union-city.ca.us/departments/economic-community-development/general-plan>. The City's current General Plan has ten elements including: Land Use Element; Economic Development Element; Transportation Element; Youth, Family, Seniors, and Health Element; Health and Safety Element; Public Facilities and Services Element; Community Design Element; Natural and Historical Resources Element; Environmental Sustainability Element, and Housing Element. All of the elements will be updated through this process except for the Housing Element, which is updated on its own timeline consistent with State requirements.

All of the draft elements will be reviewed by the General Plan Advisory Committee, the Planning Commission, and City Council. Other City advisory bodies, such as the Economic Development Advisory Team, Human Resources Commission, and Park and Recreation Commission, will be reviewing specific draft Elements that are relevant to their purpose.

Staff continues to work with the consultant team on the exact schedule for release of the different elements. The review process will continue through the remainder of 2017.

DISCUSSION

Attached to this staff report is the draft Economic Development Element. The update to this element was informed by staff and Economic Development Advisory Team feedback as well as previous work that was done as part of the General Plan update process. Some of the existing concepts and policies from the 2002 General Plan were carried forward (some with modifications) into the updated element. New policies were also added. All of the policies

within the updated element include a reference as to their origin. An overview of the new element will be provided at the meeting.

RECOMMENDATIONS

It is recommended that the Economic Development Advisory Team review the attached draft Economic Development Element and provide feedback.

Prepared by

Carmela Campbell, Planning Manager

Attachments

Attachment 1: Draft Economic Development Element