

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE AGENDA**

**City of Arcata Council Chambers  
736 F Street, Arcata (City Hall)**

**April 3, 2018  
Tuesday at 5:00 P.M.**

*Persons with disabilities may request special accommodations by contacting the City Clerk at (707) 822-5953 three working days in advance of the meeting. Assistive listening devices are available. Pursuant to Government Code section 54957.5, all writings or documents relating to any item on this agenda which have been provided to a majority of the Economic Development Committee, including those received after distribution of the Economic Development Committee's agenda packet, will be made available for public inspection in the agenda binder located in Community Development at Arcata City Hall, 736 F Street, during normal business hours.*

- I. ROLL CALL.** Committee Members: Craig Wruck (Chair), Maureen Hart (Vice Chair), Jane Woodward, Rattnak Sokhom, Aaron Lieberman, Destiny Preston, and Dan Shahin.
- II. ORAL COMMUNICATIONS.** This item is for public members to address the Economic Development Committee (Committee) or submit written communications on matters not on the agenda. The Committee cannot take action on any item not on the agenda.
- III. APPROVAL OF MINUTES.** January 4, 2018; February 6, 2018; and March 6, 2018.
- IV. BUSINESS / ACTION ITEMS.**
  - A. Vacation Rental Ordinance. ACTION: Provide direction to vacation rental subcommittee for evaluating the following broad policies:
    1. Short-term rental defined – rental agreements that allow for fewer than 30-day stay for transitory, transitional, or temporary living accommodations per lease or contract (does not allow concurrent contracts or leases).
      - a. Accessory Use:
        - i. Partial Use – only a portion of a structure is rented (bedroom), or
        - ii. Temporary use – the whole structure or a part of the structure rented for less than 90 days per calendar year.
      - b. Primary Use: The whole of a structure is rented (e.g., primary and/or accessory dwelling unit) for 90 days or more per calendar year.
    2. Short-term Rental Standards and Permit requirements:
      - A. Limited to 100 dwelling units total in primary use. No limitation on accessory uses.
      - B. Allowed in any legal residential structure.
      - C. Requires a Minor Use Permit. All existing uses shall come into compliance within 1 year.
      - D. Must provide a sign with a contact number viewable from the public right of way.
      - E. Must comport with all applicable laws, taxes, fees (business license, taxes, fees, etc).
  - Estimated Time: 30 minutes.
  - B. Review and comment on the Committee's 2018 Annual Report presented to the City Council meeting on March 21, 2018. ACTION: Prioritize and strategize on successful outcomes of the committee's 2018 Goals:
    1. Assist in the evaluation of the opportunities and constraints regarding industrial lands and develop recommendations for their highest and best use. Review and develop recommendations on future commercial and industrial markets the City should target.
    2. Review and develop recommendations on technology upgrades to support the business community.

3. Develop strategies for economic development based on an increasingly changing consumer base. Consider opportunities for economic development to address the needs of the increasingly diverse student and residential population.

Estimated Time: 40 minutes.

- C. Review Planning Commission's recommendations to City Council on retail cannabis standards.  
ACTION: Consider designating a committee spokesperson to attend City Council hearings to provide input on committee's recommendation. Estimated Time: 10 minutes.

**V. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**

**VI. ADJOURNMENT.**

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE MINUTES draft**

**City of Arcata Council Chambers  
736 F Street, Arcata (City Hall)**

**January 4, 2018  
Thursday at 5:00 P.M.**

- I. **ROLL CALL.** Committee Members: Craig Wruck (Chair), Maureen Hart (Vice Chair), Jane Woodward, Aaron Lieberman, Destiny Preston, and Dan Shahin Present. Rattnak Sokhom Absent.
- II. **ORAL COMMUNICATIONS.** An unnamed community member commented on cannabis policies.
- III. **APPROVAL OF MINUTES.** MOTION: WOODWARD; SECOND: PRESTON; 6-0-1 VOICE VOTE. THE COMMITTEE APPROVED THE MINUTES OF DECEMBER 7, 2017, AS PRESENTED. AYES: Woodward, Wruck, Hart, Lieberman, Preston, and Shahin. NOES: None. ABSENT: Sokhom. ABSTENTIONS: NONE.
- IV. **BUSINESS / ACTION ITEMS.**
  - A. Arcata Housing Strategies: Review Brailsford & Dunlavey “2017 Humboldt State University Student Housing Master Plan Briefing Document.” ACTION: None, presentation and discussion only.
  - B. City Zoning Policies on Cannabis Retail Sales. ACTION: Created subcommittee: Preston, Shahin, and Sokhum (Lieberman alternative).
  - C. West End Road Market Analysis. ACTION: Review and comment on revised West End Road Market Analysis. ACTION: No action, item postponed.
  - D. Economic Development Committee role and activities. ACTION: None, discussion only.
- V. **CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**
  - A. Staff - Arcata Plaza Community meeting Monday, January 8, 2018, 6:00 p.m. in the Arcata City Council Chamber.
  - B. Update on Community Development Department projects.
  - C. November 2017 “Humboldt Economic Index”.
  - D. Municipal Internet Service Provider.
- VI. **ADJOURNMENT.** 7:03 p.m.

2018	Jan	Feb	Ma	Apr	Ma	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Craig Wruck	X											
Maureen Hart	X											
Jane Woodward	X											
Rattnak Sokhom	O											
Aaron Lieberman	X											
Destiny Preston	X											
Dan Shahin	X											

X=Present; O=Absent; C=Cancelled; S=Special Meeting (absences do not count)

**Approved by the Committee on .**

On a motion by , seconded and a voice vote the Committee approved the Minutes. AYES: NOES: ABSENT: ABSTENTIONS:

ATTEST: Joe Mateer, Senior Planner

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE MINUTES draft**

**City of Arcata Council Chambers  
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**February 6, 2018  
Tuesday at 5:00 P.M.**

- I. **ROLL CALL.** Committee Members Present: Maureen Hart (Vice Chair), Jane Woodward, Rattnak Sokhom, and Dan Shahin. Absent: Craig Wruck, Aaron Lieberman, and Destiny Preston.
- II. **ORAL COMMUNICATIONS.** NONE
- III. **APPROVAL OF MINUTES.** NONE.
- IV. **BUSINESS / ACTION ITEMS.**
  - A. Arcata Housing Strategic Plan and General Plan Updates. Presentation by David Loya, City of Arcata Community Development Director. ACTION: None, presentation only.
  - B. Reach Code – Presentation by City of Arcata Energy Committee. Reach Codes are locally adopted codes that require buildings exceed California’s energy efficiency standards. ACTION: Consider reviewing the Energy Committee’s recommendation for a Reach Code ordinance. ACTION: MOTION: WOODWARD; SECOND: SOKHOM; 4-0-3 VOICE VOTE. THE COMMITTEE APPROVED RECOMMENDS THE CITY COUNCIL CONSIDER ADOPTION OF TIER 2 REACH CODE ORDINANCE AS PRESENTED BY THE ENERGY COMMITTEE. AYES: Woodward, Sokhom Hart, and Shahin. NOES: None. ABSENT: Wruck, Lieberman, and Preston. ABSTENTIONS: NONE.
  - C. Economic Development Committee’s 2018 Annual Report. ACTION: None, staff requested the committee send 2018 Goals for preparation of draft Annual Report.
  - D. Review cannabis subcommittee recommendations. ACTION: Subcommittee presented their findings. ACTION: MOTION: SOKHOM; SECOND: WOODWARD; 4-0-3 VOICE VOTE. THE COMMITTEE DIRECTED STAFF TO SCHEDULE A SPECIAL MEETING TO FINALIZE RECOMMENDATIONS. AYES: Woodward, Sokhom Hart, and Shahin. NOES: None. ABSENT: Wruck, Lieberman, and Preston. ABSTENTIONS: NONE.
- V. **CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**
- VI. **ADJOURNMENT. 7:15 p.m.**

2018	Jan	Feb	Ma	Apr	Ma	Jun	Jul	Au	Sep	Oct	No	Dec
Craig Wruck	X	O										
Maureen Hart	X	X										
Jane Woodward	X	X										
Rattnak Sokhom	O	X										
Aaron Lieberman	X	O										
Destiny Preston	X	O										
Dan Shahin	X	X										

X=Present; O=Absent; C=Cancelled; S=Special Meeting (absences do not count)

**Approved by the Committee on .**

On a motion by , seconded and a voice vote the Committee approved the Minutes.

AYES: NOES: ABSENT: ABSTENTIONS:

ATTEST: Joe Mateer, Senior Planner

**CITY OF ARCATA  
ECONOMIC DEVELOPMENT COMMITTEE MINUTES draft**

**City of Arcata Council Chambers  
736 F Street, Arcata (City Hall)**

**March 6, 2018  
Tuesday at 5:00 P.M.**

- I. ROLL CALL.** Committee Members Present: Craig Wruck (Chair), Maureen Hart (Vice Chair) (late), Jane Woodward, Rattnak Sokhom, Dan Shahin and Destiny Preston (late). Absent: Aaron Lieberman.
- II. ORAL COMMUNICATIONS.** NONE.
- III. APPROVAL OF MINUTES.** NONE.
- IV. BUSINESS / ACTION ITEMS.**
  - A. Review cannabis subcommittee recommendations. ACTION: MOTION: SOKHOM; SECOND: WOODWARD; 6-0-1 VOICE VOTE. THE COMMITTEE APPROVED THE SUBCOMMITTEE’S RECOMMENDATIONS. AYES: Wruck, Woodward, Sokhom, Hart, Preston and Shahin. NOES: None. ABSENT: Lieberman. ABSTENTIONS: NONE.
  - B. Economic Development Committee’s 2018 Annual Report. ACTION: MOTION: SOKHOM; SECOND: PRESTON; 6-0-1 VOICE VOTE. THE COMMITTEE APPROVED THE REVISED ANNUAL REPORT. AYES: Wruck, Woodward, Sokhom, Hart, Preston and Shahin. NOES: None. ABSENT: Lieberman. ABSTENTIONS: NONE.
  - C. Vacation Rental Ordinance. ACTION: MOTION: WOODWARD; SECOND: SOKHOM; 6-0-1 VOICE VOTE. THE COMMITTEE CREATED A SUBCOMMITTEE OF: SOKHOM, PRESTON AND WRUCK. AYES: Wruck, Woodward, Sokhom, Hart, Preston and Shahin. NOES: None. ABSENT: Lieberman. ABSTENTIONS: NONE.
- V. CORRESPONDENCE, COMMITTEE, AND STAFF COMMUNICATIONS.**
- VI. ADJOURNMENT. 6:47 p.m.**

2018	Jan	Feb	Mar	Apr	Ma	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Craig Wruck	X	O	X									
Maureen Hart	X	X	X									
Jane Woodward	X	X	X									
Rattnak Sokhom	O	X	X									
Aaron Lieberman	X	O	O									
Destiny Preston	X	O	x									
Dan Shahin	X	X	X									

X=Present; O=Absent; C=Cancelled; S=Special Meeting (absences do not count)

**Approved by the Committee on .**

On a motion by , seconded and a voice vote the Committee approved the Minutes.

AYES: NOES: ABSENT: ABSTENTIONS:

ATTEST: Joe Mateer, Senior Planner

Item IV. A.

The significant increase in reporting results are from the Finance Dept’s significant efforts to find non-compliant operators. Several years ago, they contracted with someone to identify non-compliant operators which resulted in about a dozen additional operators. Finance Dept also required rental manager's to report Transient Occupancy Tax for each separate rental instead of combining the reporting of all rentals into one TOT return and counted as one operator. This increased the number of compliant vacation rental units by about a dozen. The recent audit of the City’s TOT was conducted on those operators which we had already identified. The City believes that once the word of this audit got out into the community, many previously unidentified operators may have been “encouraged” to become compliant.

**CITY OF ARCATA TOT HISTORY 11/12 FY - 12/31/2017**

		FISCAL YEAR						6 Months
		11/12	12/13	13/14	14/15	15/16	16/17	7/1-12/31-2017
HOTELS/MOTELS/ RV PARKS	TOTAL # REPORTING RENTALS	11	10	11	11	11	12	12
	TOTAL REVENUE RECEIVED	\$998,156.64	\$1,141,126.35	\$1,172,020.12	\$1,213,512.03	\$1,261,182.45	\$1,303,942.23	\$868,493.37
VACATION RENTALS	TOTAL # REPORTING RENTALS	16	22	23	41	60	85	81
	TOTAL REVENUE RECEIVED	\$39,811.57	\$50,763.34	\$66,252.01	\$82,028.89	\$102,018.33	\$159,957.32	\$99,552.85
	TOTAL REVENUE	\$1,037,968.21	\$1,191,889.69	\$1,238,272.13	\$1,295,540.92	\$1,363,200.78	\$1,463,899.55	\$968,046.22