

Economic Advisory Committee: Syllabus

Meeting 1: (July 12) Theme- A little education and kicking off the Committee

- A. Speaker- Sacramento Region Review- Brookings Report- Amy Liu Presentation**
- B. Introduction to the Winters Economy
 - a. Land Use
 - b. No Redevelopment
 - c. Economic Drivers
 - d. City Revenues
 - e. Sales Taxes
 - f. Economic Zones
 - g. Property Taxes
 - h. Transient Occupancy Taxes
 - i. Jobs
- C. Documents and References**
 - a. City General Plan
 - b. Downtown Master Plan
 - c. Alley Activation Plan
 - d. Form Based Code
 - e. Grant Ave Design Guidelines
- D. Strengths, Weaknesses, Opportunities and Threats Analysis**
 - a. Overview
 - b. Committee Homework
- E. Cultivating Relationships**
 - a. Who and How
 - b. Homework
- F. Set Meetings**

Meeting 2: (July 26, 2018) Collaboration/Evaluating our SWOT/Relationships and the General Plan

- A. Speakers- Solano Economic Development Corporation/Solano Small Business Development Center**
- B. SWOT Analysis Review/Prioritization**
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
- C. Cultivating Relationships Review**
 - a. Who
 - b. How
- D. General Plan**

- a. Review Land Uses
- b. Flood Area
- c. Available Land
- d. Homework- SWOT on land uses and an Economic Development Center

Meeting 3: Theme- North Area SWOT, Economic Development Center, Idea Building

Date: August 9, 2018

- A. Speakers- North Area Property Owners (Jeff Roberts attended)**
- B. SWOT Review on Land Uses**
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
 - e. Evaluation of Alternatives
- C. Economic Development Center**
 - a. Conceptual Overview
 - b. Ideas- What do you think an EDC should do!
 - c. Homework- Your ideas
- D. Idea Building**
 - a. What do we need to do
 - b. Homework- Recommendations

Meeting 4: Review and Idea Building

Date: September 27, 2018

- A. SWOT Review on Land Uses**
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
 - e. Evaluation of Alternatives
- B. Economic Development Center**
 - a. Conceptual Overview
 - b. Ideas- What do you think an EDC should do!
 - c. Homework- Your ideas
- C. Idea Building**
 - a. What do we need to do

Homework- Recommendations

Meeting 5: Themes- Ag Economy, Idea Building, Economic Development Center

Date: September 27, 2018

D. The Ag Economy and Winters

- a. SWOT
- b. Idea Building

E. Workforce Development- Todd Cutler update on WJUSD Programs/Dan Maguire- WIB

F. Review of Ideas

- a. Prioritization
- b. Recommendation Formulation

E. Idea Building

- a. What do we need to do
- c. Homework- Recommendations Conceptual Review

Meeting 5: Theme- What are we missing, Recommendation Building- Date: October 11, 2018

This meeting will be dedicated to looking at all materials developed, identifying any areas we need to cover and beginning the formulation of recommendations for moving forward.

Meeting 6- (November 8) and 7 (November 15): Recommendation and Report Generation Meetings

Draft Report Review and Writing Meetings (January 29, February 21)

Final Report Authors and Editors- John Donlevy, Sandy Vickery and Marica Gibbs.

Economic Development Advisory Committee

Over the almost five (5) month period of the Economic Development Advisory Committee, the following persons participated in the review of economic issues, the Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) and the final report and recommendations.

Bill Biasi
Brett Autry
Carlene Dyer
Eric Stein
Chris Calvert
Chris Turkovich
Crystal Moreno

Frank Carney
Marcia Gibbs
John Rodriguez
Michael Gum
Sandy Vickrey
Todd Cutler
Wade Cowan

Speakers included:

Robert Burris- Executive Director- Solano Economic Development Corporation

Celia Esposito Noe- President- Solano Community College District

Jeff Roberts, Bellevue North

Carlene Dyer

Sam Donlevy

Aaron Ryan

Here are the dates for the Economic Development Committee. All meetings will be at Winters City Hall and will begin at 5:30.

- July 26
- August 9
- August 23
- September 13
- September 27
- October 11