



Agenda Report

19-1208

Agenda Date: 10/29/2019

REPORT TO COUNCIL

SUBJECT

Action on Referrals from the September 18, 2019 Economic Development, Communications and Marketing Committee Meeting

[EDCM Committee referral 9/18/19: Items 19-990 -Termination of Billboard Agreement and 19-988 - Next Steps for Worker Cooperatives]

BACKGROUND

The Economic Development, Communications and Marketing Committee (Committee) met on September 18, 2019. During the meeting the Committee referred two items to staff for further action.

Referral # 1

The Committee recommended staff forward a request to the City Council to terminate the billboard agreement with All Vision, LLC.

Referral #2

The Committee referred the next steps on the Worker Cooperative to the City Council for review and approval, which includes directing staff to review the resolution and the process and procedures that the City of Berkeley used for their Worker Cooperative Program, and to have the Council consider allocating \$100,000 in the budget for this effort.

DISCUSSION

Referral # 1: Terminate the All Vision Billboard agreement and recommend the termination be forwarded to the City Council for approval.

The All Vision, LLC Agreement is set to expire in March 2020. Staff is conducting additional research regarding work done under the agreement to ensure no financial liability exists with terminating the agreement. Staff expects to bring forward an item responsive to the Committee's referral to terminate the agreement with All Vision, LLC before the end of the calendar year.

Referral # 2: Refer the next steps on the Worker Cooperative to the City Council for review and approval, which includes directing staff to review the resolution and the process and procedures that the City of Berkeley used for their Worker Cooperative Program, and to have the Council consider allocating \$100,000 in the budget for this effort.

At the meeting, staff presented proposed next steps for Worker Cooperatives in a phased approach.

Phase 1 includes the following steps:

1. Develop a Resolution supporting Worker Cooperatives in Santa Clara.
2. Develop a Worker Cooperative resource webpage on the City's website.
3. Work with the Chamber (or other 3rd party organization) to identify legacy businesses and develop an outreach strategy.
4. Outsource training on worker cooperatives with outside agency.

Phase 2 includes the following steps:

1. Research options for technical assistance and conversion funding

Workload Assessment

Phase 1

Timing: In the event the City Council approves the EDCM Committee Referral, staff will begin researching the City of Berkeley's Resolution and bring forward a resolution in the December 2019 timeframe. In addition, if the referral is approved, staff will incorporate an appropriation of \$100,000 as part of the Budgetary Year-End Report on November 5, 2019.

The remaining two items will take additional time to plan and coordinate and will need to be weighed against other priorities. Staff will report on progress of Phase 1 efforts to the EDCM Committee at the next meeting on December 2, 2019.

Tradeoffs: The City does not currently have dedicated Economic Development staff to manage this program. Staff that has supported economic development functions also hold responsibility for several other high-profile projects; therefore, staff currently working on other work such as Charter Review Committee next steps, CityPlace project management, special events, cannabis policy development and overall City Council Policy updates will assume this workload.

Phase 2

Timing: 1 year

Tradeoffs: This next phase will require in depth research to fully understand, and potentially recommend a sound funding mechanism that can be maintained over time. Issues surrounding the City as a potential lender or any federal funding reporting requirements will require the City to look closely at whether additional staff or budget is needed to support this item. Also, staff currently working on other items as noted above will need to take on these additional tasks which may result in some delays on other projects.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

Referral #2 has a fiscal impact of \$100,000; A separate action to appropriate this funding will be

recommended to the City Council as part of the Budgetary Year-End Report on November 5, 2019.

COORDINATION

This report has been coordinated with the City Attorney's office and the Finance Department.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

ALTERNATIVES

1. Approve the referrals;
2. Disapprove the referrals;
3. Approve one of the referrals; or
4. Modify referrals as deemed appropriate by Council.

RECOMMENDATION

Staff makes no recommendation.

Reviewed by: Nadine Nader, Assistant City Manager and Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager