

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, AUGUST 6, 2013**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, August 6, 2013, commencing at 7:00 a.m.

Present: Council Member Hansen, Council Member Johnson, Mayor Pro Tempore Katzakian, and Mayor Nakanishi

Absent: Council Member Mounce

Also Present: City Manager Bartlam, City Attorney Schwabauer, and City Clerk Johl-Olson

B. Topic(s)

B-1 Receive Update on Lodi's Business Development Efforts (CM)

Customer Services and Programs Manager Rob Lechner provided a PowerPoint presentation regarding the Lodi business development update. Specific topics of discussion included the history and philosophy of Lodi's business development, strategies and keys to achieving success, wins to date, and what is on the horizon.

In response to Council Member Hansen, Mr. Lechner stated business expansions are tracked by the City and Enterprise Zones are tracked through the County with certain data provided to the City.

In response to Council Member Hansen, City Manager Bartlam stated business attraction in the City is divided into the retail sector and industrial sector. Mr. Bartlam stated the City has generally been behind in the retail sector but recently saw increases through Reynolds Ranch and the addition of Costco and Home Depot. Mr. Bartlam stated communication remains open with developers in town who utilize brokers for specific business attraction.

In response to Council Member Hansen, Mr. Lechner stated staff is promoting inventory sites throughout the City in addition to the Reynolds Ranch and Super Wal-Mart sites.

In response to Council Member Johnson, Mr. Bartlam stated businesses recently chose to locate to Lodi over Stockton due to their own business needs. He stated staff could look into a more narrowed focus into attracting a specific type of business in the City.

In response to Council Member Hansen, Mr. Lechner stated staff is reviewing options to attract car dealerships into town again in light of the improved economy.

In response to Council Member Johnson, Mr. Lechner stated business complaints are forwarded to the relevant department for handling and he spends a minimum amount of time on direct follow-up other than to receive the initial complaint and verify that the concern was addressed.

In response to Mayor Pro Tempore Katzakian, Mr. Bartlam stated the Carrows site continues to be a challenge because the current owners are not bringing in new tenants and are not selling the property although there has been some interest in the site.

Council Member Hansen requested that a copy of the key account survey be provided to Council.

In response to Council Member Johnson, Mr. Lechner stated Phase II of the survey can include specific questions as to what industry should be attracted to the City and what businesses they would like to see in the City in the future.

In response to Mayor Pro Tempore Katzakian, Mr. Lechner stated the City has 30 key accounts, which are identified through utility consumption and employee numbers.

In response to Council Member Johnson, Mr. Lechner stated the split of his time between Economic Development and Electric Utility is approximately 70-30 although there is significant overlap. In further response, Mr. Lechner stated staff is working on ancillary needs for wineries that are expanding in the area including Constellation and its 2020 Vision Plan including what utility services it may need. Mr. Bartlam stated Sutter Home's expansion was largely self-contained to its land.

In response to Mayor Pro Tempore Katzakian, Mr. Bartlam stated the County has a more limited view on smaller wineries that are trying to establish themselves but a broader view on the larger, already established wineries. Mr. Bartlam stated during the next year there will be a greater focus on how the County will deal with wineries in the future.

In response to Council Member Hansen, Mr. Lechner stated there may be potential interest for a private university campus on the Guild and Victor site.

Council Member Johnson and Council Member Hansen suggested printing success stories of business retention and attraction in the newspaper because increased sales tax and more jobs are a direct benefit to the citizens of Lodi. Mr. Bartlam confirmed they can put a greater focus on publicity while being sensitive to the confidentiality needs of businesses.

In response to Mayor Pro Tempore Katzakian, Mr. Bartlam stated historically businesses do not look at housing and quality of life for employees when locating to the City unless there is a specific community interest by the owner as was the case in a recent business attraction.

In response to Council Member Johnson, Mr. Lechner stated the cost for attending a previous trade show in the State was approximately \$1,500 for an overnight stay and can be more or less depending upon the location and length of the show. Mr. Lechner stated out of 100 cards distributed there were approximately 7 or 8 credible leads without fruition to date. A brief discussion ensued regarding the benefit of attending trade shows in the future, especially the ones in the South Bay Area, which is where the San Joaquin Partnership may be focusing.

In response to Myrna Wetzel, Mr. Lechner stated key accounts are identified through utility use and head count for employees. She indicated business contacts are necessary.

C. Comments by Public on Non-Agenda Items - None

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:15 a.m.

ATTEST:

Randi Johl-Olson
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Receive an Update on Lodi's Business Development Efforts

MEETING DATE: August 6, 2013

PREPARED BY: Business Development Manager

RECOMMENDED ACTION: Receive an update on Lodi's business development efforts.

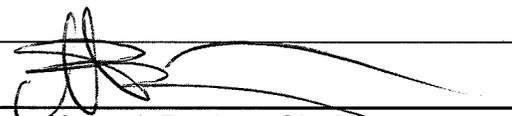
BACKGROUND INFORMATION: City Council will receive an update on the status of staff efforts pertaining to business retention, expansion and attraction. Included in this presentation will be strategies for achieving business growth in the community, as well as an overview of the current business climate in Lodi.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.



Rob Lechner, Business Development Manager

APPROVED: 

Konradt Bartlam, City Manager

Lodi Business Development Update

August 6, 2013
Shirtsleeve Session



Lodi Business Development Update

- Recent History of Lodi's Business Development
- Philosophy of Lodi's Business Development
- Strategies & Keys to Success
- Wins (Key Activities) to Date
- What's on the Horizon
- Questions



Lodi Business Development Update

Recent History of Lodi's Business Development:

- Economic Development Coordinator – position was occupied until 2000;
- 2001 to 2013, a “team approach” was used
- the ‘team’ included: City Manager, EUD Customer Service Manager, Public Works Director, Communications Specialist
- the ‘team’ met periodically to discuss customer issues
- February 2013, vacant position filled and renamed Business Development Manager



Lodi Business Development Update

Philosophy of Lodi's Business Development

- Outreach and open lines of communication
- Retention
- Expansion
- Attraction
- “Play” to our strengths



Lodi Business Development Update

Strategies & Keys to Achieving Success

- Single-point of contact
- Be proactive
- Be responsive
- Be creative: think out-of-the-box and push the envelope
- Ensure all departments cooperate when called upon
- Know when to say “yes” and when to say “no”
- Recognize our limitations



Lodi Business Development Update

Wins (Key Activities) To Date

- Lowest permitting fees in the County; one of the lowest in the region
- Implemented Industrial Equipment Charging Rate Discount
- Extended New Jobs & New Business rate discounts
- Conducted key accounts survey
- “Single point of contact” on countless customer issues
- Developer, broker & realtor meetings
- Inventory of vacant properties/open land



Lodi Business Development Update

What's on the Horizon

- Brokers workshop
- Manufacturers roundtable
- Implement water conservation outreach program
- Implement commercial/industrial energy audit program
- Training classes for facility/maintenance managers
- Survey of small & medium business customers
- Attend strategic conferences & trade shows



Lodi Business Development Update

Questions?

