

RESOLUTION NO. 97-123

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH DOWNTOWN REVITALIZATION CONSULTANTS FOR THE COORDINATION OF THE DEVELOPMENT OF A DOWNTOWN LODI BUSINESS IMPROVEMENT AREA (BIA)

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BE IT RESOLVED, that the Lodi City Council hereby authorizes the City Manager to enter into a Professional Services Agreement with Downtown Revitalization Consultants for the coordination of the development of a Downtown Lodi Business Improvement Area, as outlined in the Scope of Work marked Exhibit A attached hereto and made a part hereof.

Dated: August 20, 1997

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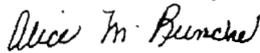
I hereby certify that Resolution No. 97-123 was passed and adopted by the Lodi City Council in a regular meeting held August 20, 1997 by the following vote:

AYES: Council Members – Land, Mann, Sieglock, Warner and Pennino
(Mayor)

NOES: Council Members - None

ABSENT: Council Members - None

ABSTAIN: Council Members – None


ALICE M. REIMCHE
City Clerk

SCOPE OF WORK,
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA
ESTABLISHMENT PROGRAM

Downtown Revitalization Consultants: Outline Of Consulting Services And
Responsibilities Regarding The Formation Of A
Downtown Lodi Business Improvement Area

- 1) Continue to provide general BIA formation assistance to BIA Formation Committee.
- 2) Continue to carry out orientation sessions with Formation Committee regarding the BIA concept as well as the overall formation process.
- 3) Continue to meet with key personnel with regard to formation procedures, i.e., City Staff, City Council, Chamber of Commerce, local business leaders, local media reps., etc.
- 4) Confirm establishment of Area boundaries, and zones of benefit, that are logical, natural and that illustrate benefit potential.
- 5) Continue to work with Formation Committee and City to develop current listing of all businesses existing within recommended boundaries.
- 6) Final confirmation of suggested assessment formula using matrix format indicating zones of benefit and business-type benefit.
- 7) Final development of draft annual operating budget projected from list of currently existing businesses combined with assessment matrix.
- 8) Assist with creation of Lodi Downtown Economic Development program(s) based on input from Establishment Committee as well as from general BIA membership.
- 9) Finalize development of benefit rational re: zones of benefit, location of businesses within Area and types and sizes of businesses within Area.
- 10) Continue to develop a public relations campaign through the use of the comprehensive information package explaining benefits and virtues of SB 1424 Area formation.
- 11) Plan, promote and facilitate a public information workshop as means of further developing public relations effort.

- 12) Possibly organized distribution of Second Edition Primary Information Package to all businesses located within suggested Area boundaries, if needed.
- 13) Organize Formation Committee visits to each business as follow-up to information package distribution. Assist with development of peer-type business teams.
- 14) Work with City Staff and City Attorney to develop specific calendar of BIA legal notices and hearings.
- 15) Provide guidelines for drafting of Resolution of Intention (ROI) and BIA Ordinance.
- 16) Work with City to accommodate legal requirements of Resolution of Intention publication and distribution.
- 17) Assist with development of petitions of support or non-opposition, if needed.
- 18) Meet with area formation opposition, if necessary.
- 19) Further development of public relations campaign shaped to meet concerns of opposition, if necessary.
- 20) Hold additional public information workshop, if necessary.
- 21) Provide necessary approval documentation guidelines to City, as requested:
 - a) Cover letter from Committee to be attached to Resolution
 - b) Memo of Understanding
 - c) Resolution of Intention
 - d) City Ordinance forming Area
 - e) Contract for BIA Administrative between sponsoring agency and City of Lodi
- 22) Assist with development of support attendance at Protest Hearing
- 23) Meet with City Attorney, City Staff, Formation Committee, etc. for final review of Protest Hearing Format.
- 24) Attend Protest Hearing in advisory capacity.
- 25) Work with City Staff to set up billing collection procedures.
- 26) Other Project consulting activities as necessary.