

Gilroy General Plan Advisory Committee Meeting

November 13, 2013, 7:00 p.m.

Gilroy Library Community Room, 350 W. Sixth St., Gilroy, CA 95020

Chair: Mayor Pro Tempore Perry Woodward

Vice-Chair: Council Member Cat Tucker

Action Minutes

I. Call to Order

Members Present: Ashford, Brownlow, Fischer, Glines, Howard, Karns, Le Don, Leif, Muniz, Sanford, Scheel, Speno, Suner, Tognetti, Tucker, Wendt, Wolfe, Woodward, Zollinger

Absent: Bottini, Carmichael, Clark, Navarro, Pace, Vanni,

II. Meeting Minutes

Unanimously approved action minutes from October 9, 2013.

III. Public Comment on Items Not on the Agenda:

No public comments.

IV. General Plan Outreach Program and Community Workshop #1

Jim Harnish, General Plan Consultant, presented a description of the General Plan public outreach program and facilitated a discussion with GPAC members about ideas for additional outreach activities and groups that should be contacted. GPAC suggestions included:

1. Outreach contacts and organizations:

- a. Gilroy Patch.com
- b. CMAP/public television
- c. Gavilan College students
- d. Leadership Gilroy
- e. South County Collaborative
- f. Link Gilroy2040 website to community organization (e.g. Chamber of Commerce, GUSD) websites
- g. Hispanic Advocacy Group
- h. Hispanic Youth Group
- i. Santa Clara County Farm Bureau

- j. Santa Clara County Open Space Authority (also form open space focus group)
 - k. Wineries of Santa Clara Valley
 - l. South County Running Club Facebook page
 - m. Sierra Club
 - n. Rotary Club
 - o. Interfaith Council
 - p. Chamber of Commerce Government Relations Committee
2. Community Events
 - a. Garlic Festival
 - b. Downtown Car Show
 - c. Holiday Faire
 3. Other ideas
 - a. Provide copies of event flyers to GPAC members
 - b. Put community workshop video on CMAP
 - c. Take outreach discussion to the Latino community

V. Economic Development Strategic Plan discussion

Doug Svensson, Economic Consultant, provided a presentation and lead a GPAC discussion of Gilroy's economic strengths, weaknesses, opportunities, and threats. Key points raised in the discussion included:

1. Perception Issues/Challenges with Gilroy
 - a. Location – too far from Silicon Valley
 - b. Education
 - i. Educational attainment is too low
 - ii. Not enough qualified workers
 - iii. Schools are not high quality
2. Agricultural town
 - a. Some GPAC members took issue with this being a weakness
3. Gilroy does not have the “right demographics” for certain retailers
 - a. How do we get the demographics of the people we attract to Gilroy (by virtue of us being a regional market) to be reflected in retailer's decision to locate in Gilroy?
 - b. Attracting retailers
 - i. How do we attract destination retailers?
 1. REI
 2. Bass Pro Shop
 3. Stein Mart (women's clothing store)
 - ii. How do we embrace the niche stores that serve our lower-income population, e.g., Dollar Store?

4. Challenges
 - a. Getting here on public transportation
 - i. Cal Train schedule and no weekend services
 - b. Staying here in high-end hotels
 - c. Getting people from the east side of Hwy 101 to Downtown and other areas of the City
 - d. Improving Downtown
5. General Comments
 - a. Are companies that we are attracting "green?"
 - b. What are the environmental effects from the industries we would target for business attraction?
 - c. Is our community ready to expand Downtown's small-town feel?
 - d. 9-Lives' (Downtown music venue) customer base is 80% from out of town
 - e. Inventory of existing arts/culture facilities needs to be provided to ADE

VI. Adjournment to the December 11, 2013 Committee meeting