



BUSINESS ADVISORY COMMITTEE
383 Main Street, City of Brawley
Administrative Building Council Chambers
January 13, 2015

MINUTES

Call to Order

The meeting was called to order at 5:30 p.m.

Roll Call

Members Present: Sarah Chairez, Alan Huber, Lupe Navarro, Audrey Noriega,
Sean Wilcock

Members Absent: None

Ex Officio Members Present: Rosanna Bayon Moore, City Manager
Jason Zara, Brawley Chamber of Commerce Exec. Director
Donald Wharton, City Council Member

Approval of the Agenda

Motion: Approved as presented. ***Huber/Navarro 5-0***

1. **Public Comments**

None

2. **Presentations**

None

3. **Consent Agenda**

a. ***Motion:*** To approve Minutes of December 9, 2014. ***Navarro/Huber 5-0***

4. **New Business**

a. **Discussion regarding future priorities of the Business Advisory Committee**

Ex Officio Member Donnie Wharton led the discussion regarding strategic content for the committee to consider and make recommendations to the City Council.

Ex-Officio Member Bayon Moore provided background information regarding the formation of the BAC. The intent was to create a direct line of communication with the business community and a body that could be a hearing panel for timely topics that could be raised through that venue and eventually reach the hands of Council Members. The BAC is distinct and apart from the entities that are already doing great work in the community, such as IVEDC and the Brawley Chamber of Commerce. Future content includes regulations, fee structures, timing of conditions, and a desire to see how the City compares against other jurisdictions.

Ex Officio Wharton described the City's customer service initiative. The goal is developing City staff that are oriented toward being helpful, responsive problem solvers.

Ex Officio Member Zara and announced that starting in March the Chamber will have quarterly business forums. This is a public meeting when members are given the floor to bring their ideas, issues or questions.

Member Navarro directed for further discussion on various topics, including the URM inventory of buildings.

The funds that are available will be best spent at the Finance Department to have one department to be the facilitator. Employee's deal with customers on a day to day, having their ideas that might be helpful and probably it's just minor changes to improve customer service. Look into what other neighboring cities works there and implement some processes here to streamline. Some areas that can be implemented are technology to free up staff time and make the process easier. Business attraction is important, customer service improvements, marketing and social media. Lets develop a checklist, manual or welcome packet that can be located at the Brawley Chamber and various locations.

5. Committee Member Comments/Remarks

Ex Officio Moore provided an update to the BAC re: the Brawley Beautiful Initiative and several downtown projects, including site plan approval of an Adult Day Care at the former Brawley Billards site. A major water line project is in the design phase for Main Street 1st Street to 8th Street. A small scale beautification project across from the Transit Station is planned and Plaza lighting is in the design phase for the downtown.

6. Next Meeting Date

The Business Advisory Committee adjourned to March 19, 2015 at 5:30PM.

7. Adjournment

There being no further business before the Business Advisory Committee, the meeting was adjourned at 6:45PM.