



Meeting Date: 10 / 12 / 10

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other Study Session

Prepared By: Martin R. Erickson Agenda Item No. I-1

Reviewed By: City Manager [Signature] City Attorney [Signature] Finance [Signature] Other (Specify) _____

DATE: October 4, 2010

TO: City Council

FROM: Martin R. Erickson
Legislative Affairs Manager
City Manager's Office

SUBJECT: Resolution Supporting Business Friendly Principles as part of Southern California Association of Government's (SCAG) Development of a Southern California Economic Growth Strategy.

RECOMMENDATION

That City Council adopt a resolution in support of "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy.

DISCUSSION

SCAG is the largest regional planning agency in the nation (representing 18 million people) comprising the following six counties in Southern California: Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura. Since its inception in 1965, SCAG has assumed a number of responsibilities including:

- Serving as the region's Metropolitan Planning Organization.
- Preparing the Regional Transportation Plan, the region's 20-year transportation plan that provides a vision for the future of the region's multimodal transportation system and specifies how the region can achieve that vision.
- Managing state-mandated programs such as the Regional Housing Needs Assessment.
- Providing mapping, forecasting and regional statistics and data.

SCAG's decisions are made by a Regional Council composed of elected officials from 65 districts. The Regional Council is comprised of 76 elected officials and meets monthly. Membership in SCAG is voluntary and renewable on an annual basis. Councilman Bryan MacDonald represents the City of Oxnard on the SCAG Regional Council.

In recent months, SCAG has undertaken efforts to improve the struggling California economy by embarking on the Southern California Economic Growth Strategy emphasizing "Business Friendly Principles". SCAG has requested that member cities adopt a resolution supporting their economic strategy based on four principles:

1. Economic Development as a Priority
2. Business Partnership
3. Business Responsive Partnership
4. Attractiveness to Business Investment

The City of Oxnard has consistently applied these principles, particularly through the creation of the Economic Development Corporation (EDCO) which works to attract and retain businesses in the City of Oxnard, as well as our close working relationship with the Oxnard Chamber of Commerce.

FINANCIAL IMPACT

There is no financial impact at this time.

Attachment No. 1 -- Resolution Supporting Business Friendly Principles

CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD IN SUPPORT OF BUSINESS FRIENDLY PRINCIPLES AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY

WHEREAS, the City of Oxnard is a member of the SCAG which is engaged in the development of a Southern California Economic Growth Strategy; and

WHEREAS, the City of Oxnard supports working with SCAG and other key economic stakeholders to improve the Southern California Economy; and

WHEREAS, the City of Oxnard is a business friendly municipality and has numerous practices in place to encourage economic growth within its community; and

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Oxnard as follows:

That the City of Oxnard supports the following "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy:

Principle One -- Economic Development as a Priority: The City of Oxnard strives to demonstrate commitment to economic development as a priority.

Principle Two -- Business Partnership: The City of Oxnard strives to provide quality municipal services to attract and retain businesses and employees.

Principle Three -- Business Responsive Processes: The City of Oxnard strives to communicate effectively with businesses including processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction.

Principle Four -- Attractiveness to Business Investment: The City of Oxnard strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting, inspections and other municipal services and will seek to improve its attractiveness to new and existing businesses within its jurisdiction.

PASSED AND ADOPTED this 12th day of October, 2010 by the following vote:

AYES:

NOES:

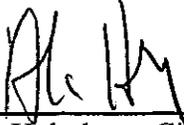
ABSENT:

Dr. Thomas E. Holden, Mayor

ATTEST:

APPROVED AS TO FORM:

Daniel Martinez, City Clerk



Alan Holmberg, City Attorney