

**CERES REDEVELOPMENT AGENCY
REGULAR MEETING MINUTES**

JANUARY 22, 2007

ROLL CALL Board Members Lane, Ochoa, Phipps, Vierra, Chairperson Cannella

APPROVAL OF THE MINUTES of the meeting of November 27, 2006 and December 11, 2006.

MOTION: Approve the minutes of the meeting of November 27 and December 11, 2006.

MOVED: Moved by Lane/seconded by Phipps

VOTE: Motion passed unanimously. **(5/0)**

CITIZEN COMMUNICATIONS - None

APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND CERTIFICATION OF POSTING

MOTION: Approve of the agenda as posted (or amended) and certification of posting.

MOVED: Moved by Phipps/seconded by Lane

VOTE: Motion passed unanimously. **(5/0)**

CONFLICT OF INTEREST DECLARATION - None

CONSENT CALENDAR

1. **Resolution No. 2007-01** appropriating funds to provide funding for assistance from the Ceres Chamber of Commerce to eliminate blight through Economic Development efforts for calendar years 2007 & 2008. ***Pulled for Further Discussion.***

ITEMS PULLED FOR FURTHER DISCUSSION

1. **Resolution No. 2007-01** appropriating funds to provide funding for assistance from the Ceres Chamber of Commerce to eliminate blight through Economic Development efforts for calendar years 2007 & 2008.

Board Member Vierra commented that while he feels the Chamber of Commerce is an integral part of our community, he also feels the Chamber needs to be solvent on their own. Board Member Vierra stated that he was willing to support additional funding for one more year, but the \$60,000 two-year agreement the Chamber is requesting, he feels, is excessive and not a good use of public funds.

Board Member Phipps asked Terri Tillman, Ceres Chamber representative, if the Chamber has hired a sales person as outlined in their 2006 business plan and if so, is that person making progress.

Ms. Tillman responded that the Chamber has hired a salesperson and they are currently targeting the former members of the Hughson Chamber of Commerce which is now defunked.

Board member Ochoa voiced his support of the Chamber.

Ms. Tillman reiterated that they are extremely serious about serving the community and stimulating the exchange of commerce in Ceres. She stated that the Chamber has learned a great deal over the past year through the sessions they have conducted with the City. The Ceres Chamber has a clear picture of where they are going and what they need to do to get there. They have set goals that are realistic and attainable. Ms. Tillman thanked Council for affording them that opportunity.

Board Member Lane commented that he felt there was inadequate financial accountability for the prior year, but feels that with the new business plan and agreement, the City is requiring more accountability and therefore he supports the new agreement.

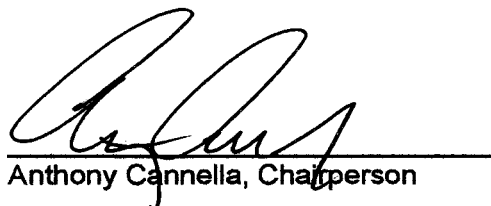
Chairperson Cannella stated that he originally did not have a lot of confidence in the Chamber or their accomplishments. The City laid out a list of requirements for the Chamber in order to continue the financial relationship with the City. The Chamber has fulfilled most of those requirements and is actively working on the rest. He further stated that it is not healthy for there to be a long-term financial agreement between the City and the Chamber. The Chamber needs to be independent and represent their business owners which at some times may be at odds with the City. Chairperson Cannella stated he supports a two-year financial agreement after which the Chamber should be self-sufficient.


MOTION: Resolution No. 2007-01 appropriating funds to provide funding for assistance from the Ceres Chamber of Commerce to eliminate blight through Economic Development efforts for calendar years 2007 & 2008.

MOVED: Moved by Phipps/seconded by Lane

VOTE: Motion passed with Board Member Vierra voting No. (4/1/0)

There being no further business, Chairperson Cannella adjourned the meeting at 7:48 p.m. to the next regularly scheduled meeting on February 12, 2007.


Anthony Cannella, Chairperson


Cindy Heidorn, CMC
Deputy City Clerk