



FORT ORD REUSE AUTHORITY

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BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE MEETING

3:30 p.m., April 10, 2014

920 2nd Avenue, Suite A, Marina CA 93933 (FORA Conference Room)

AGENDA

1. **CALL TO ORDER**
2. **ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE**
3. **APPROVAL OF MEETING MINUTES**
 - a. March 6, 2014 PRAC Minutes
4. **PUBLIC COMMENT PERIOD**

Members of the audience wishing to address the Fort Ord Reuse Authority (FORA) Post-Reassessment Advisory Committee (PRAC) on matters within the jurisdiction of FORA, but not on this agenda, may do so during the Public Comment Period. Public comments are limited to three minutes. Public comments on specific agenda items will be heard under that item.
5. **OLD BUSINESS**
 - a. Update on Colloquium video project
 - b. Discussion of Committee Members recommendations for Cat IV focus items
 - c. Review reports on local economy & employment landscape
6. **NEW BUSINESS**
7. **ITEMS FROM MEMBERS**
8. **ADJOURNMENT**

NEXT PROPOSED MEETING: TBD

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FORT ORD REUSE AUTHORITY
BASE REUSE PLAN POST-REASSESSMENT ADVISORY COMMITTEE (PRAC)
MEETING MINUTES

3:00 p.m., Thursday, March 6, 2014 | FORA Conference Room
920 2nd Avenue, Suite A, Marina, CA 93933

1. CALL TO ORDER

Confirming a quorum, Fort Ord Reuse Authority (FORA) PRAC Chair Jerry Edelen called the meeting to order at 3:15 pm. The following people were in attendance:

Committee Members

Jerry Edelen (Chair), City of Del Rey Oaks
Tom Moore, MCWD
Eduardo Ochoa, CSUMB
Victoria Beach, City of Carmel-by-the-Sea
Gail Morton, City of Marina

Other Attendees

Michael Houlemard, FORA
Steve Endsley, FORA
Jonathan Garcia, FORA
Josh Metz, FORA
Andre Lewis, CSUMB
Jane Haines, member of the public

2. APPROVAL OF MEETING MINUTES

MOTION: Eduardo Ochoa moved, seconded by Victoria Beach, to approve the November 25, 2013 meeting minutes, as presented.

MOTION PASSED: Unanimous.

3. PUBLIC COMMENT PERIOD

No comments were received from members of the public.

4. NEW BUSINESS

a. Base Reuse Plan Implementation Colloquium Review

Jonathan Garcia provided a summary of the December 2013 FORA/California State University Monterey Bay (CSUMB) colloquium. Michael Houlemard recalled discussion of the quality of existing BRP and need to focus on completion, finishing design guidelines, and focus on job creation. President Ochoa referenced colloquium speakers Bud Colligan and Mary Jo Waits' presentations and how to create an ecosystem for business growth. He suggested reviewing Mary Jo Waits' presentation for step-by-step guidance on fostering economic development and that issues extend beyond FORA. Councilmember Morton emphasized the importance of attracting millennials. President Ochoa talked about adding additional focus items to the PRAC 2014 Work Plan. Councilmember Beach recalled comments by Luther Propst regarding value of ecotourism and Peter Katz's presentation on the long-term value of planning decisions. Councilmember Beach emphasized the importance of succinctly capturing the lessons learned from Colloquium. She suggested producing a "highlights reel" from Colloquium video.

President Ochoa suggested that CSUMB is an “export” industry – bringing new human and financial resources to the region. He also noted that skilled professional workers will be what grows the local economy. He mentioned recent hiring of the new CSUMB Provost, and the interim provost will move to focus on economic development. He also remarked on Mary Jo Waits case study from Walla Walla, WA – wine industry innovation. Committee Member Moore suggested a 3rd key proposal – to become smarter about local industry dynamics. Councilmember Beach suggested striking “Job creation through ecotourism” from PRAC focus list. Councilmember Morton suggested revisiting Economic & Planning System’s (EPS’s) Market Study and others on value of outdoor recreation as component of economic recovery.

Committee members identified challenges involved in reconciling exiting entitlements and pending projects with RUDG process. Committee member Moore suggested entitled projects have limited flexibility and that perhaps CSUMB could develop live/work developments to demonstrate viability. Councilmember Beach made the case for inclusion of physical built environment in the PRAC focus items for 2014, as a component of Job Creation. She also suggested a close look at the Baldwin Park project in Orlando, FL, and to take a measured pace in the design process as a means of saving costs over the long-term. Councilmember Beach suggested visiting high quality sites and developers to develop understanding and relationships would be valuable. Chair Edelen supported this idea and suggested a Board member and FORA staffer could undertake this project.

Next steps include: 1) CSUMB and FORA staff (Josh Metz) to produce Colloquium highlights reel, 2) PRAC members were asked to share names of developers who have had success in creating mixed used/higher density/transit-oriented projects and potential consultants to invite to the RUDG consultant solicitation process, 3) PRAC members were asked to review Cat 4 focus items and return with specific recommendations, 4) FORA staff will revisit the proposed RUDG timeline and sequence of work outlined in DRAFT Request for Qualifications (emphasis was placed on taking a measured pace and being inclusive in the early stages as well as describing work products by level of finish vs. completion of individual components such as Gateways, Trails, etc.), 5) FORA staff (Jonathan Garcia) will research and report on local economy and employment landscape trends. The next PRAC meeting was scheduled for Thursday, April 10 at 3:30pm.

5. ITEMS FROM MEMBERS

None.

6. ADJOURNMENT

The meeting was adjourned at approximately 4:45 pm.

Minutes prepared by Josh Metz

FORT ORD REUSE AUTHORITY
POST REASSESSMENT ADVISORY COMMITTEE (PRAC) REPORT

NEW BUSINESS

Subject: Colloquium Video Update, Category 4 Focus, Status of Local Economy & Employment Landscape

Meeting Date: April 10, 2014

INFORMATION

RECOMMENDATION

- i. Receive report on Colloquium video content update;
- ii. Discuss members Cat 4 recommendations for focus;
- iii. Review reports on status of local economy & employment landscape;
- iv. Consider next steps.

BACKGROUND

Following the successful Fort Ord Colloquium event, at its February 13, 2014 meeting, the FORA Board extended the PRAC charge to focus on 4 Reassessment Category 4 topic areas: Local Job Creation, Job Creation Through Ecotourism, Policy on land use adjacent to the National Monument, and Trails Project. These items form the foundation for the 2014 PRAC work plan, with a target of providing feedback to the Board by its June 13th meeting.

At the March 6 meeting, members requested FORA & CSUMB staff to make accessibility edits to the Fort Ord Colloquium video (<http://www.fora.org/Colloquium.html>). At March 6 meeting, members also discussed the need for members to refine the list of Cat 4 focus items from the list below and return to this meeting with suggestions:

1. Local Job Creation
 - a. Reversal of the loss of middle class job & housing opportunities (pg. 3-83 of 2012 Reassessment Report)
 - b. Constraints & uncertainties for development of Fort Ord (pg. 3-84)
 - c. Capitalization on existing regional strengths to promote expansion of office & research sectors (pg. 3-87)
 - d. Establishment & marketing of a brand for Fort Ord (3-88)
2. Job Creation Through Ecotourism
 - a. Promotion of economic development through outdoor recreational tourism/ecotourism (pg. 3-85)
 - b. Potential for the National Monument & Tourism to be catalyst for regional economic growth (3-106)
3. Policy on land use adjacent to the National Monument (3-107)
4. Trails Project
 - a. Integrated Trails Plan (3-108)
 - b. Fort Ord National Monument - Fort Ord Dunes State Park Trail Connection (3-109)
 - c. Access points & trailhead development for the Fort Ord national Monument (3-110)

Finally, FORA staff was asked to report on local economy & employment landscape trends.

DISCUSSION

Following executive direction, the Colloquium video was cut into individual video segments that were embedded within existing speaker profiles on the FORA.org website (<http://www.fora.org/Colloquium.html>). Key word summaries of each speakers topic were included to enhance video content accessibility. Final edits are underway and should be available for viewing before the 4/10/14 PRAC meeting.

Discussion of members recommendations for Cat 4 focus will take place during the meeting.

FORA staff compiled a set of recent economic and employment reports and presentations within our region for consideration by members (**Attachment A**).

FISCAL IMPACT

Staff time for this effort is included in the approved annual budget.

Recent Economic Reports

1. Appendix A – Draft 2014 Regional Growth Forecast – to the Metropolitan Transportation Plan/Sustainable Communities Strategy, Scheduled for Adoption June 11, 2014
By AMBAG

http://ambag.org/programs/met_transp_plann/documents/Draft_2035_MTP_SCS/Appendix%20A.pdf

2. Fort Ord Reuse Plan Reassessment – Appendix B – Final Market Study, dated August 15, 2012
By Economic & Planning Systems, Inc.

<http://www.fora.org/Reports/FinalReassessment/MarketStudy.pdf>

3. Crafting an Economic Vision for Monterey County – PowerPoint Presentation, dated December 12, 2011
By Jeffrey Alexander, Ph.D., SRI International

<http://www.co.monterey.ca.us/EconomicDevelopment/SRI%20EDC%20Opportunities%20Presentation%201211.pdf>

4. Draft White Paper Monterey County Labor Force: Current Trends and Implications for Economic Development, dated September 27, 2011

<http://www.co.monterey.ca.us/EconomicDevelopment/pdf/Monterey%20County%20Labor%20Force.pdf>

5. Economic Opportunities in Monterey County: Asset Inventory and Opportunity Identification, dated August 2011
By SRI International

<http://www.co.monterey.ca.us/EconomicDevelopment/pdf/plan-updates/Deliverable-1-Notes-Version-FINAL1.pdf>