

ORDINANCE NO. 2380

AN ORDINANCE OF THE CITY OF CHULA VISTA AMENDING THE CHULA VISTA MUNICIPAL CODE BY REPEALING CHAPTER 2.30 OF THE MUNICIPAL CODE AND ADDING A NEW CHAPTER 2.30 ESTABLISHING THE ECONOMIC DEVELOPMENT COMMISSION

The City Council of the City of Chula Vista does ordain as follows:

SECTION I: That Chapter 2.30 of the Chula Vista Municipal is hereby repealed.

SECTION II: That a new Chapter 2.30 of the Chula Vista Municipal Code is hereby added to read as follows:

Chapter 2.30 ECONOMIC DEVELOPMENT COMMISSION

Sec. 2.30.010 Purpose and Intent.

It is the purpose and intent of the City Council, in establishing the Economic Development Commission, to create an advisory and coordinating body which is to serve as a resource, to advise and to make recommendations to the City Council and City Manager on economic development issues and opportunities that would benefit the community.

Sec. 2.30.020 Membership.

The Commission shall consist of seven (7) voting members appointed by the City Council from the qualified electors of the City, two of whom shall be appointed from a classification consisting of nominees from the Board of Directors of the Chula Vista Chamber of Commerce and who shall, at the time of their appointment and throughout their term, have membership in the Chamber of Commerce; one (1) of whom shall be a nominee from the Board of Directors of the South San Diego Bay Cities Board of Realtors and who shall, at the time of their appointment and throughout their term have membership in the South San Diego Bay Cities Board of Realtors; and four (4) of whom shall be residents at large and who shall, throughout their term, maintain their residency and elector status.

The City Manager or his/her designated representative shall be an ex-officio member of the Commission, but shall have no vote. ("Staff Ex-officio Member").

The City Council, or its designee, may appoint not greater than three (3) additional ex-officio members of the Commission, but any such appointed ex-officio members shall have no vote ("General Ex-officio Member").

Sec. 2.30.030 Initial Goals.

The initial goals of the Commission shall be as follows:

- A. To assess the job needs of the residents of Chula Vista, and after doing so, to engage in a variety of activities that will help create, retain and attract jobs and capital investment that will meet the employment needs of the community.
- B. To help ensure that there are adequate educational programs available to support the instructional needs of the jobs being created.
- C. To immediately establish a specific plan of action to help implement the objectives of the City Council.
- D. To help assure prospective industrial and commercial developers and existing commercial and industrial interests of the cooperation of the City to benefit both business and the community.
- E. To catalog current and planned industrial and commercial sites, and furthermore, to identify other potential industrial and commercial areas that would complement and not interfere with existing and planned residential developments.
- F. To work with the planning department to coordinate land use designations appropriate to current and future market demand.
- G. To work with realtors/developers to market Chula Vista as a viable alternative to other Southern California markets.
- H. To work with planners and developers to encourage retail and resort land uses (e.g. restaurants, retail promenades and other commercial recreation facilities) with specific design criteria that will encourage development most beneficial to the City's long term interests.

Sec. 2.30.040 Initial Plan of Action.

The initial plan of action of the Commission shall be as follows:

- A. In conjunction with the City staff, to help develop and maintain a system to ensure the prompt and expeditious review of industrial and commercial development applications.
- B. To communicate and coordinate with the South County Economic Development Council in achieving the objectives of the Commission.
- C. To enlist cooperation of all utilities and major financial institutions to provide the facilities to support an industrial and commercial development program.
- D. To notify and establish lines of communication with national and regional EDC's, industrial and commercial real estate brokers and developers concerning the plans and objectives of the Commission.

- E. To help develop informational materials concerning the economic and commercial possibilities of Chula Vista to be transmitted to representatives of interested companies.
- F. To work with the Community Development Department to redevelop areas of Chula Vista.
- G. To work with City staff to revise a brochure for national distribution presenting summary information on Chula Vista's industrial, commercial and labor markets.
- H. To encourage the development of transportation modes to support industrial and commercial development.

Sec. 2.30.050 Meetings; Organization.

The meetings and organization of the Commission shall be as follows:

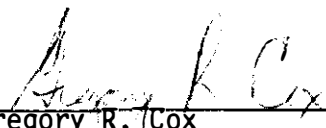
- A. The Chula Vista Economic Development Commission shall hold its meetings at such time and place as it determines by resolution. All meetings shall be subject to the provisions of the Ralph M. Brown Act (Section 54950 et seq., California Government Code). Four of the seven voting members shall constitute a quorum for the transaction of business.
- B. The members of the Chula Vista Economic Development Commission shall adopt reasonable rules for the conduct of its proceedings.
- C. The members of the Chula Vista Economic Development Commission shall, at the July meeting, elect one of its members to serve as Chairman, and one of its members to serve as Vice Chairman who shall preside in the absence of the Chairman.
- D. Members of the Chula Vista Economic Development Commission, the Chairman and any persons voluntarily assisting the Commission in conducting its duties shall serve at no salary, but shall be reimbursed for expenses incurred in the performance of their duties while serving the City of Chula Vista in accordance with policies adopted by the City and to the extent that appropriations for such expenses have been provided by the City Council in approving the Commission's budget.
- E. Subject to the approval of the City Council, the City may accept, in trust for the Commission, of gifts and grants from any source to assist the Commission in the performance of its functions.
- F. The Commission may appoint, at its discretion, such subcommittees as it deems appropriate to review specific economic development issues. These subcommittees may be composed of citizens and ex-officio members. The chairman of each such subcommittee must be a member of the Commission.

Sec. 2.30.060 Term of Office.

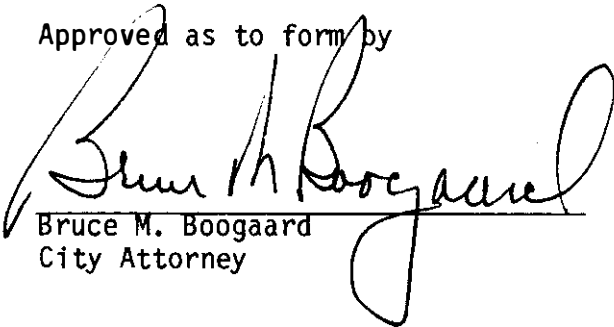
- A. The voting members of the Commission shall serve for a term of four years, except that the initial appointment of one member shall be for a term of one year, two members shall be for a term of two years, two members shall be for a term of three years, and two members shall be for a term of four years. Such initial appointments shall be determined by lot among the initial appointees of the Commission. All vacancies shall be filled for the unexpired term of the member whose place has become vacant.
- B. The term of General Ex-officio members shall be for a period of two years from the time of appointment. A General Ex-officio member may be reappointed without limitation. The term of the Staff Ex-officio member shall be indefinite and said Staff Ex-officio member shall serve at the pleasure of the City Manager.
- C. Notwithstanding the above, the term of office of any voting member shall continue until such time as a new appointment to that position has been made by the City Council.

SECTION III: This ordinance shall take effect and be in full force on the thirtieth day from and after its adoption.

Presented by


  
\_\_\_\_\_  
Gregory R. Cox  
Mayor

Approved as to form by

  
\_\_\_\_\_  
Bruce M. Boogaard  
City Attorney

PASSED, APPROVED, and ADOPTED by the City Council of the City of Chula Vista, California, this 17th day of July, 1990, by the following vote:

AYES: Councilmembers: Malcolm, McCandliss, Moore  
NOES: Councilmembers: None  
ABSENT: Councilmembers: Nader, Cox  
ABSTAIN: Councilmembers: None

  
\_\_\_\_\_  
Gregory R. Cox, Mayor

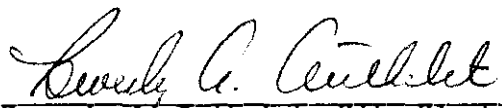
ATTEST:

  
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Beverly A. Authalet, City Clerk

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO ) ss.  
CITY OF CHULA VISTA )

I, Beverly A. Authalet, City Clerk of the City of Chula Vista, California, do hereby certify that the foregoing Ordinance No. 2380 had its first reading on July 10, 1990, and its second reading and adoption at a regular meeting of said City Council held on the 17th day of July, 1990.

Executed this 17th day of July, 1990.

  
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Beverly A. Authalet, City Clerk