



336 Pacific Avenue, Shafter, CA 93263
Meeting Held In-Person and Via Zoom and Livestream on YouTube.

**AGENDA
SPECIAL MEETING
SHAFTER CITY COUNCIL
TUESDAY, OCTOBER 19, 2021**

CORONAVIRUS DISEASE (COVID-19) ADVISORY

To protect our constituents, City officials and City staff, the City requests all members of the public to follow the California Department of Health Services' guidance and the County of Kern Public Health Officer Order for the Control of COVID-19 restricting group events and gatherings and maintaining social distancing. Additional information regarding COVID-19 is available on the City's website at www.shafter.com.

Remote public participation is allowed in the following ways, please see attached supplement for instructions.

TELECONFERENCE NOTICE

Pursuant to Executive Order N-29-20 Issued by Governor Gavin Newsom on March 17, 2020 and, to the extent applicable, Government Code Section 54953(b), the October 19, 2021 City Council Meeting may include teleconference participation by the City Council Members and City staff. Consistent with Executive Order N-29-20, teleconference locations utilized by City Council Members shall not be accessible to the public and are not subject to special posting requirements.

CALL TO ORDER: 3:30 p.m.

ROLL CALL: Mayor Prout
Mayor Pro Tem Givens
Council Member Alvarado
Council Member Espinoza
Council Member Lopez

APPROVAL OF AGENDA:

PUBLIC COMMENT:

This portion of the meeting is reserved for persons wanting to address the Council only on matters listed on this agenda. Speakers are limited to five minutes unless additional time is needed for translation. Please state your name and address for the record before making your presentation.

NOTICE TO THE PUBLIC:

Any documents produced by the City and distributed to a majority of the City Council regarding any item on this agenda will be made available in the City Clerk's Office during normal business hours at City Hall located at 336 Pacific Avenue, Shafter CA. In addition, such documents will be posted on the City's website at www.shafter.com.

COUNCIL ANNOUNCEMENTS AND REPORTS:

On their own initiative, Council Members may make a brief announcement or a brief report on their own activities. Council Members may ask a question for clarification, make a referral to staff, or take action to have staff place a matter of business on a future agenda. No formal action by the Council will be taken unless an item is identified on the Agenda.

PRESENTATION:

1. **ECONOMIC DEVELOPMENT STRATEGIC PLANNING WORKSHOP:** Council workshop to discuss the development of the City of Shafter Economic Development Strategic Plan. No action requested. (City Manager Gonzalez)

ADJOURNMENT:

Should anyone challenge any proposed action which is the subject of a public hearing listed on this agenda, that person may be limited to raising those issues addressed at the public hearing described in this notice, or in written correspondence delivered to the City Council at or prior to this public hearing. Pursuant to the Americans with Disabilities Act, if you need special assistance to participate in a City Council Meeting, please contact the City Clerk at (661) 746-5000 prior to the meeting or time when special services are needed to allow City staff in making reasonable arrangements to provide you with access to the meeting. Any public record, relating to an open session agenda item, that is distributed within 24 hours prior to the meeting is available for public inspection in the City Clerk's Office at Shafter City Hall, 336 Pacific Ave., Shafter, CA 93263. This is to certify that this Agenda notice was posted at City Hall and the Police Dept. by 5:00 p.m., October 15, 2021. Yazmina Pallares, S/S, City Clerk



**AGENDA SUPPLEMENT
SPECIAL MEETING
SHAFTER CITY COUNCIL
TUESDAY, OCTOBER 19, 2021**

**THE OCTOBER 19, 2021 MEETING WILL BE CONDUCTED PURSUANT TO THE
PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-25-20**

In order to minimize the spread of the COVID 19 virus, please do the following:

1. You are strongly encouraged to observe the City Council meetings live via YouTube <https://www.youtube.com/user/CityofShafter/>
2. If you wish to make a comment on a specific agenda item or public comment, please submit your comment via email by **12:00 P.M. on Tuesday, October 19, 2021** to the City Clerk at CityClerk@shafter.com
3. If you wish to make a written comment to the City Clerk, 336 Pacific Avenue, Shafter, CA 93263.
4. If you wish to make a comment during the live meeting, callers must first register with the City Clerk at 661-746-5012 before the meeting begins to receive instructions and the call-in number and code. Please call by 12:00pm on the day of the Council meeting to allow ample time for sign up. You will need to provide your name, phone number and the item number you wish to address.
5. All public comments are provided to the City Council and applicable Staff, for review and consideration by the Board prior to taking action on any matters listed on the agenda and are incorporated into the official record of the Council meeting.

The City of Shafter thanks you in advance for taking all precautions to prevent spreading the COVID 19 virus.



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**NOTICE OF
SPECIAL MEETING OF THE SHAFTER CITY COUNCIL**

NOTICE IS HEREBY GIVEN that a special meeting of the City Council of the City of Shafter will be held on Tuesday, September 7, 2021. The meeting will convene at 3:30 p.m., in the Conference Room at the Shafter City Hall, 336 Pacific Avenue, Shafter, California. Said special meeting shall be for the following purpose:

PRESENTATION:

1. **ECONOMIC DEVELOPMENT STRATEGIC PLANNING WORKSHOP:** Council workshop to discuss the development of the City of Shafter Economic Development Strategic Plan. No action requested. (City Manager Gonzalez)

Yazmina Pallares, City Clerk

Affidavit of Posting Special Meeting Notice

This is to certify that this Special Meeting Notice was posted at City Hall and the Police Department by 5:00 p.m., October 15, 2021. Further information regarding this Agenda Notice is available at City Hall, 336 Pacific Ave., Shafter, CA.

Yazmina Pallares, S/S, City Clerk

Dated: October 15, 2021



City of Shafter COUNCIL AGENDA REPORT

Meeting Date: October 19, 2021

FROM: Gabriel A. Gonzalez, City Manager
Prepared By: Bob Meadows, Economic Development Director

SUBJECT: ECONOMIC DEVELOPMENT STRATEGIC PLANNING WORKSHOP

RECOMMENDATION

Council discuss the development of the City of Shafter Economic Development Strategic Plan. No action requested.

BACKGROUND:

An important step in determining the economic development of the City of Shafter is establishing a strategic plan to provide focus and direction. With that in mind, the members of the Shafter City Council were asked to share their thoughts and ideas about economic development, what type of businesses would be best for Shafter, and what could be done to support the City's workforce with changes evolving in our dominant industries. They were also asked their opinions on the City's strengths, limitations, opportunities, and threats

Some common themes emerged from these conversations and these topics will be discussed in the Strategic Planning Workshop as follows as part of the process of setting strategic goals:

QUESTIONNAIRE AND SUMMARY OF CITY COUNCIL MEMBER RESPONSES

- What does "Economic Development" mean to you?
 - A means of growth commercially and industrially that allows job seekers to excel in the career they choose while maintaining a livelihood in the city that they work in.
 - Not only provides for the job seekers, but also for the business entrepreneur.
 - The goal is for economic development to benefit everyone- businesses, residents, local government, but it is not an overnight process.
 - Partnership between government, citizens, and businesses
 - Generating sales tax for the city
 - It is not solely seeking new businesses but helping maintain those we already have and helping them expand and remain strong.

- What type of revenue generating businesses do you think would be compatible to Shafter?
 - Call centers

- Hotel/Lodging
- More restaurants
- Grocery store that delivers
- Bowling Alley
- Home Depot or Lowes
- Truck stop

- What type of businesses do you think would support the community besides providing jobs?
 - Businesses like Wonderful, Target, Shell
 - Any of the Ag industry
 - Any business coming to Shafter should be willing to get involved in the community

- With diminishing job prospects in oil and Ag, what can the City do to help retrain our workforce?
 - Working with someone like BC to bring in opportunities of certifications in different trades
 - Welding
 - Fabrication
 - Electrical
 - Computer training
 - Skills for jobs where technicians are heavily needed
 - Reinforce education, specifically STEM, for youth in order to reach for higher test scores
 - Maybe Wonderful will share their training center with public

S.L.O.T. ANALYSIS

- **Strengths**
 - Well-located, safe community with low crime
 - Low cost of living
 - Smart growth following a well thought out general plan
 - Strong school partnerships
 - Great customer service from experienced staff
 - Our own rail spur and track
 - Minter Field
 - City is financially stable
- **Limitations**
 - Shafter lacks a “staple thing”
 - Reluctance of “boomers” in accepting new ideas that may result in changes
 - Shafter’s location too close to Bakersfield
 - Not a traveling spot nor an end destination- you either work or live here
 - Historical poverty
 - Few healthcare options

- Insufficient housing at all levels, especially starter homes
- Lack of funding for infrastructure
- Limited mass transit availability
- **Opportunities**
 - Better paying jobs at WIP
 - Expanding on current business endeavors, establishing strong connection
 - Community growth could attract hotel and dining
 - Downtown revival
 - Fiber business
 - Rail services available
- **Threats**
 - Water supply issues
 - Uncertainty of High Speed Rail and physical barriers if ever constructed
 - Decline in oil and Ag in state along with the effect on the local related businesses
 - If large sales tax revenue providers fail or close or laws change on sales tax