

CHAIRMAN: ARISTON JULIAN
AGENCY MEMBER: VIRGINIA PONCE
AGENCY MEMBER: LUPE ALVAREZ
VICE CHAIRMAN: JOHN LIZALDE
AGENCY MEMBER: JOHN SABEDRA

EXECUTIVE DIRECTOR: REGAN M. CANDELARIO
AGENCY COUNSEL: DAVID FLEISHMAN
RECORDING SEC.: ROSA NAREZ
CITY TREASURER: PETRONA AMIDO

AGENDA

GUADALUPE COMMUNITY REDEVELOPMENT AGENCY

Regular Meeting
Tuesday, June 14, 2011

(Immediately Following Regular City Council Meeting)

City Hall, Council Chambers
918 Obispo Street, Guadalupe, California 93434

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting or other services offered by this City, please contact the City Clerk's office, (805) 356-3891. Notification of at least 72 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

*If you wish to speak concerning any item on the agenda, please complete the Request to Speak form that is provided at the rear of the Council Chambers and hand the form to the Recording Secretary. **Note:** Staff Reports, as well as any materials related to items on this agenda submitted after distribution of the agenda packet, are available for inspection at the office of the City Administrator, City Hall, 918 Obispo Street, Guadalupe, California during regular business hours, 8:30 a.m. to 12:00 pm. and 1:00 p.m. to 5:00 p.m., Monday through Friday; telephone (805) 356-3891.*

1. **CALL TO ORDER.** Chairman Ariston Julian.
2. **ROLL CALL.** Agency Members Lupe Alvarez, Virginia Ponce, John Lizalde, John Sabedra and Chairman Ariston Julian.
3. **PLEDGE OF ALLEGIANCE.**
4. **CONSENT CALENDAR.** The following routine items are presented for Agency approval without discussion as a single agenda item in order to expedite the meeting. Should an Agency Member wish to discuss or disapprove an item, it must be dropped from the blanket motion of approval and considered as a separate item.
 - a. Minutes for the Regular Agency Meeting of May 24, 2011 to be ordered filed.

5. **COMMUNITY PARTICIPATION FORUM.**

Each person will be limited to a discussion of 3 minutes. Pursuant to provisions of the Brown Act, no action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. The RDA may direct Staff to investigate and / or schedule certain matters for consideration at a future RDA Agenda

6. **CRA BUDGET ADOPTION FOR FISCAL YEAR ENDING JUNE 30, 2012.** That the Agency approve the 2011/2012 Budget and adopt CRA Resolution No. 2011-02.

- a. Written Staff Report (Carolyn Galloway-Cooper)
- b. Agency discussion and consideration.
- c. It is recommended that the Agency approve 2011/2012 CRA Budget and adopt CRA Resolution No. 2011-02.

7. **REVIEW OF THE RESPONSES TO THE REQUEST FOR PROPOSALS (RFP) TO COMPLETE A MARKET STUDY.** That the Agency Board reviews the summary report of RFP responses, discusses the project, and provides further direction for staff.

- a. Written Staff Report (Regan M. Candelario)
- b. Agency discussion and consideration.
- c. It is recommended that the Agency Board reviews the summary report of RFP responses, discusses the project, and provides further direction for staff.

8. **UPDATE REGARDING THE ECONOMIC DEVELOPMENT STUDY BY ADMINISTRATIVE INTERN LARISSA HEEREN.** That the Agency Board receives a status report regarding the economic development study for Guadalupe completed by Administrative Intern Larissa Heeren as her final Masters Thesis project for her degree from Cal Poly.

- a. Written Staff Report (Regan M. Candelario)
- b. Agency discussion and consideration.
- c. It is recommended that the Agency Board receives a status report regarding the economic development study for Guadalupe completed by Administrative Intern Larissa Heeren as her final Masters Thesis project for her degree from Cal Poly.

9. **FUTURE AGENDA ITEMS.**

- a. Royal Theater.
- b. Katayama Clock Estimates.

10. **ANNOUNCEMENTS.**

11. **ADJOURNMENT.**

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the City Hall display case, the Water Department, the City Clerk's Office and Rabobank not less than 72 hours prior to the meeting. Dated this 10th day of June 2011.

By:



Regan M. Candelario
Executive Director

MINUTES
GUADALUPE COMMUNITY REDEVELOPMENT AGENCY
Regular Meeting - Tuesday, May 24, 2011
(Immediately Following Regular City Council Meeting)
City Hall, Council Chambers - 918 Obispo Street, Guadalupe, California 93434

- 1. **CALL TO ORDER.** Chairman Ariston Julian called the meeting to order at 8:28 p.m.
- 2. **ROLL CALL.** Agency Members Lupe Alvarez, Virginia Ponce, John Lizalde, John Sabedra, and Chairman Ariston Julian.
- 3. **PLEDGE OF ALLEGIANCE.** Done.
- 4. **CONSENT CALENDAR.** The following routine items are presented for Agency approval without discussion as a single agenda item in order to expedite the meeting. Should an Agency Member wish to discuss or disapprove an item, it must be dropped from the blanket motion of approval and considered as a separate item.
 - a. Minutes for the Regular Agency Meeting of May 10, 2011 to be ordered filed.

ALL AGENCY MEMBERS APPROVE ITEM (a): ALVAREZ/LIZALDE
AYES: 5

- 5. **COMMUNITY PARTICIPATION FORUM.** None.

Agency Member Lupe Alvarez stepped down at 8:30 p.m. due to conflict of interest with items number six (6) and number seven (7).

- 6. **URM PROGRAM UPDATE.** That the Agency Board receives a status report regarding the URM Program.

- a. Written Staff Report. (Regan M. Candelario)
- b. Agency discussion and consideration.
- c. It is recommended that the Agency Board receives a status report regarding the URM Program.

Agency Member John Sabedra asked what would happen to the Far Western Tavern if it is not fixed. **City Administrator Regan Candelario** says the deadline to fix the Far Western Tavern is December 31, 2013. If it is not fixed by then it may be red tagged and demolished.

Agency Member John Sabedra asked about the future of the Basque House. **City Manager Regan Candelario** said that building is a demo and reconstruction project, but not one that is up for discussion under the URM Program.

Business Owner Beverly Chapman, went before the Agency to request that something be done to fix the Far Western Tavern.

Agency Member Virginia Ponce stepped down at 8:35 p.m. due to conflict of interest with item number seven (7).

- 7. **URM PROGRAM - REQUEST FOR RELEASE OF RETENTION FUNDS.** That the Agency Board considers the request from program participants, discusses the program guidelines, reviews the current status of specific projects, and provides direction to staff regarding the URM Program.

- a. Written Staff Report. (Regan M. Candelario)

- b. Agency discussion and consideration.
- c. It is recommended that the Agency Board considers the request from program participants, discusses the program guidelines, reviews the current status of specific projects, and provides direction to staff regarding the URM Program.

City Administrator Regan Candelario recommended to Agency Members that the retention funds be held until each of the projects are completed by program participants.

Agency Member John Sabedra asked about the money going to fix the Royal Theater and The American Legion Hall. **City Administrator Regan Candelario** said there is money allocated to renovate both the Royal Theater and the American Legion Hall.

Agency Member John Lizalde suggested the City of Guadalupe continue as it has and only give the designated money to property owners once his/her project is complete.

Guadalupe Business Owner Rafael Quiroga spoke during public comment. He owns two buildings and says he has had to slow down the renovations due to lack of money and would like the Agency to give him some of the money from the grant to help pay his contractor. He says the seismic part of the renovation is complete.

Guadalupe Building Owner Beverly Chapman said she sought an attorney's advice and obtained a letter which according to her states that the City cannot keep the money from the business owners. **City Attorney David Fleishman** said that the letter could not be distributed to Agency Members due to the rules of the Brown Act which state that letters must be submitted in advance and included in the agenda and posted on the web prior to the meeting. In addition, Mr. Fleishman added that there is nothing in the grant that the building owners agreed upon that states the contractor has to be paid by a certain amount of time.

City Administrator Regan Candelario added that only two people submitted requests to obtain the money from the grant ahead of time. All other grantees have been able to finish their renovations without a problem.

Agency Chairman Ariston Julian, along with Agency Members John Lizalde and John Sabedra, directed City staff to continue retaining the money until the work is complete as it states in the grant agreement.

8. FUTURE AGENDA ITEMS.

- a. Royal Theater.
***Agency Member John Sabedra** asked when the renovations on the theater would start and end. **City Administrator Regan Candelario** said the deadline is the same as all of the other buildings discussed during the Agency meeting, which is the state deadline of December 21, 2013.*
- b. Katayama Clock Estimates.
- c. Market Study RFP.

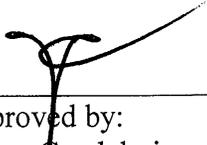
9. ANNOUNCEMENTS.

- 10. **ADJOURNMENT.** Meeting called to a close at 9:02 p.m.

MOTION TO ADJOURN: LIZALDE/SABEDRA
AYES: 3

**Report to the Redevelopment Agency
Agenda of June 14, 2011**


Prepared by:
C. Galloway-Cooper


Approved by:
Regan Candelario

SUBJECT: Budget Adoption for Fiscal Year ending June 30, 2012.

RECOMMENDATION: That the Agency approve the 2011/2012 budget and adopt Resolution No. 2011-02.

BACKGROUND:

The following budget units have been reviewed by the Agency and are presented for adoption.

- Operating Fund – 26
- Capital Projects Fund – 46
- Commercial Rehab Fund – 47
- Affordable Housing Fund – 90
- Bond Refinance Fund – 91

Attachment:

Agency 2011/12 Budget

RESOLUTION NO. CRA 2011-02

**A RESOLUTION OF THE GUADALUPE COMMUNITY REDEVELOPMENT
AGENCY ADOPTING THE BUDGET FOR THE GUADALUPE COMMUNITY
REDEVELOPMENT AGENCY FOR FISCAL YEAR 2011-2012**

WHEREAS, a Budget for the Guadalupe Community Redevelopment Agency for Fiscal year 2011-2012 has been prepared; and

WHEREAS, the Budget has been studied and approved by the Guadalupe Community Redevelopment Agency Board;

BE IT RESOLVED, by the Guadalupe Community Redevelopment Agency that:

The Budget for the Guadalupe Community Redevelopment Agency for Fiscal Year 2011 - 2012 is adopted.

PASSED, APPROVED AND ADOPTED this 14th day of June 2011.

Ariston Julian, Chairman

ATTEST:

Rosie Narez, City Clerk

I, Rosie Narez, City Clerk of the City of Guadalupe **DO HEREBY CERTIFY** that the foregoing is a full, true and correct copy of **Resolution No. CRA 2011-02** which is duly and regularly introduced and adopted by said Agency at a regular meeting held **June 14, 2011** by the following vote: **Motion:**

AYES:

NOES:

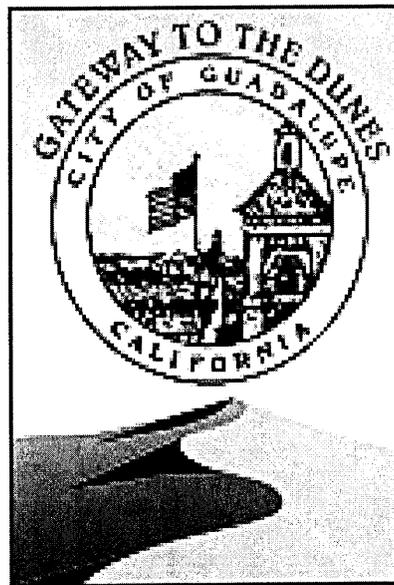
ABSENT:

ABSTAIN:

Rosie Narez, City Clerk

Guadalupe Redevelopment Agency

Budget 2011-12



Guadalupe Redevelopment Agency Organization Chart

- Ariston Julian – Chairperson
- John Lizalde – Vice Chairperson
- John Sabedra – Board Member
- Guadalupe (Lupe) Alvarez – Board Member
- Virginia Ponce – Board Member

**CASH BALANCE
RDA FUNDS
2011-2012 BUDGET**

Fund	Fund Description	Projected Beginning of Year Cash Balance at 6/30/2011	Estimated Revenues 2011- 2012	Estimated Expenditures 2011-2012	Net Current Year Revenue Less Expenditures (including interfund)	Projected Year- End Cash Balance at 6/30/2012
26	Redevelopment Agency: Operating Fund	25,000	1,501,000	1,495,727	5,273	30,273
46	Capital Project RDA fund	5,000	30,000	-	30,000	35,000
47	Commercial Rehab RDA fund	1,000	100	-	100	1,100
90	Redevelopment Agency: Affordable Housing Fund	1,150,000	386,500	970,000	(583,500)	566,500
91	Redevelopment Agency: Bond Refinance	400,000	41,000	414,807	(373,807)	26,193

**REVENUE
GUADALUPE REDEVELOPMENT AGENCY
2011-2012 BUDGET**

Actual 2008-2009	Actual 2009/2010	Estimated 2010/2011	Estimated 2011/2012
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COMMUNITY REDEVELOPMENT AGENCY FUNDS:



1 OPERATING FUND -26

3145	Tax Increment	986,200	1,395,417	1,500,000	1,500,000
3605	Interest Income	15,250	1,115	-	-
3620	Miscellaneous Income	13,650	24,826	150,000	1,000
Total Operating Fund		1,015,100	1,421,358	1,650,000	1,501,000



REDEVELOPMENT AGENCY CAPITAL PROJECTS FUND - 46

3605	Interest Income	6,000	30,000	30,000	30,000
3835	Transfers In	-	-	-	-
Total Capital Projects Fund		6,000	30,000	30,000	30,000



CRA COMMERCIAL REHAB FUND - 47

3605	Interest Income	5,000	1,000	100	100
3835	Interfund Revenue	-	-	-	-
Total Commercial Rehab Fund		5,000	1,000	100	100



BOND REFINANCE 2003 FUND - 91

3835	Bond Proceeds	-	-	-	-
3605	Interest Income	90,000	40,000	2,000	1,000
3835	Transfers In - Wastewater Capital (loan)	-	50,000	100,000	40,000
Total Bond Refinance 2003 Fund		90,000	90,000	102,000	41,000



AFFORDABLE HOUSING FUND - 90

3860	Transfer in - Housing set-aside	200,000	280,000	300,000	300,000
3860	Transfer in - Operating Fund (Lantern)	-	-	50,000	50,000
3860	Transfer in - Operating Fund (SERAF - 10)	-	-	25,000	25,000
3860	Transfer in - Operating Fund (SERAF - 11)	-	-	-	-
3860	Transfer in - Operating Fund (1992 Housing Deferral)	-	-	10,000	10,000
3854	Transfer in - Commercial Rehab (Lantern)	100,000	-	-	-
3850	Transfer in - Capital Projects (Lantern)	230,000	-	-	-
3605	Interest Income	56,000	10,000	2,000	1,500
Total Affordable Housing Fund		586,000	290,000	387,000	386,500

Total RDA Funds		1,702,100	1,832,358	2,169,100	1,958,600
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**EXPENDITURE SUMMARY
GUADALUPE REDEVELOPMENT AGENCY
2011-2012 BUDGET**

Actual 2009-2010	Actual 2010-2011	Department Head Request 2011-2012	City Administrator Recommends 2011-2012	City Council Adopts 2011-2012
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REDEVELOPMENT FUNDS

Operating Fund	2,114,597	1,736,920	1,495,727	1,495,727
Bond Refinance Projects	1,586,000	834,807	414,807	414,807
Capital Projects Fund	0	50,000	0	0
Commerical Rehab Fund	0	100,000	0	0
Affordable Housing Fund	272,225	225,000	970,000	970,000
Total Redevelopment Agency	3,972,822	2,946,727	2,880,534	2,880,534

GUADALUPE REDEVELOPMENT AGENCY OPERATING FUND
4500
2011/2012
BUDGET

Fund 26		ACTUAL	Projected	REQUESTED	NOTES
Acct No.		at	ACTUAL	BUDGET	
		2009/2010	at	at	
			2010/2011	2011/2012	
PERSONNEL SERVICES:					
Salaries - Regular	0100	-	-	-	
Salaries - part-time	0125	3,019	3,500	4,620	Chair, Members, city clerk
Salaries - Temporary	0150	-	25,000	30,000	Admin Interns
Overtime	0200	-	-	-	
Retirement - PERS	0250	-	-	-	
FICA/MEDICARE	0300	231	250	353	
Workers' Compensation	0350	166	170	254	
Medical/Life Insurance	0400	-	-	-	
Other Benefits	0450	-	-	-	
Sub-total		3,416	28,920	35,227	
SUPPLIES & SERVICES:					
Utilities	1000	1,000	1,000	1,000	Katayama Clock
Office Supplies & Postage	1200	-	-	500	
Advertising and Pubs	1250	-	-	20,000	Flyers; Ads; for In-fill housing and property acquisition.
Business Expense and Trng	1300	-	-	6,000	
Memberships, Dues & Subs	1350	3,465	-	5,000	
Operating Supplies & Exp.	1550	210	-	500	
Legal Services	2100	-	-	12,500	
Other Professional Services	2150	62,000	30,000	70,000	
Royal Theatre	2430	9,717	10,000	10,000	
Insurance & Surety Bonds	2300	11,500	15,000	15,000	
Contributions	2326	-	-	5,000	
Special Pass-Through agmt Cemetery	2970	10,000	10,000	10,000	
Water Assistance Cemetery	2971	10,000	10,000	10,000	
Services by other Agencies	2350	466,123	360,000	75,000	AB1290: See note below
Sub-total		574,015	436,000	240,500	
CAPITAL OUTLAY:					
Land	3170	-	-	-	
Improvements other than bldgs	3150	2,828	-	-	
Sub-total		2,828	-	-	
OTHER FINANCING USES:					
InterFund Transfer (General Fund	5000	450,000	450,000	350,000	Per 11/12 Cost Allocation Schedule
Transfer to Water Capital due to/from	5035	-	5,000	25,000	Water Capital - 06/07
Transfer to Library	5057	20,000	20,000	20,000	Rent; Utilities
Transfer to GETA	5056	-	-	-	Lease cancelled
Transfer to Affordable Housing	5065	350,000	50,000	50,000	Lantern Loan (Due to/from)
Transfer to Affordable Housing	5065	25,000	25,000	50,000	SERAF - 09/10
Transfer to Affordable Housing	5065	-	-	-	SERAF - 10/11 (no payment due until 13/14)
Transfer to Affordable Housing	5065	-	10,000	10,000	1992 Housing Deferral
Affordable Housing Set Aside	5065	279,083	300,000	300,000	
Debt Service - Interest	4100	290,255	287,000	285,000	
Debt Service - Principal	4000	120,000	125,000	130,000	
Sub-total		1,534,338	1,272,000	1,220,000	
Department Total		2,114,597	1,736,920	1,495,727	

SERAF: No Payment due to County in 2012

AB1290: \$75,000 annually through term of RDA; plus Special Cemetery pass-through agreement.

GUADALUPE REDEVELOPMENT AGENCY CAPITAL PROJECTS - 4520
2011/2012
BUDGET

Fund 46	Acct No.	ACTUAL at 2008/2009	Projected ACTUAL at 2009/2010	REQUESTED BUDGET at 2010/2011	NOTES
PERSONNEL SERVICES:					
	Salaries - Regular	0100	-	-	-
	Salaries - part-time	0125	-	-	-
	Salaries - Temporary	0150	-	-	-
	Overtime	0200	-	-	-
	Retirement - PERS	0250	-	-	-
	FICA/MEDICARE	0300	-	-	-
	Workers' Compensation	0350	-	-	-
	Medical/Life Insurance	0400	-	-	-
	Other Benefits	0450	-	-	-
	Sub-total		-	-	-
SERVICES AND SUPPLIES					
	Other Professional Services	2150	-	-	-
	Sub-total		-	-	-
CAPITAL OUTLAY:					
	Lantern Project	3156	-	-	-
	Other Project improvements	3150	-	-	-
	Land	3170	-	-	-
	Buildings	3100	-	-	-
	Royal Theatre	3160	-	-	-
	Sub-total		-	-	-
OTHER FINANCING USES:					
	InterFund Transfer to 91	5065	-	-	-
	InterFund Transfer to 90	5065	-	50,000	-
	Sub-total		-	50,000	-
	Department Total		-	50,000	-

This fund is used to assist with Capital Projects and rehabilitation in the downtown business corridor. Funding for this purpose is expected in 2012/2013. Beginning in 2008/2009, the Capital Projects Fund recorded the loan receivable for the Lantern property transaction. This fund earns interest on the Lantern Hotel loan.

GUADALUPE REDEVELOPMENT AGENCY COMMERCIAL REHAB - 4530
2011/2012
BUDGET

Fund 47	Acct No.	ACTUAL at 2009/2010	Projected ACTUAL at 2010/2011	REQUESTED BUDGET at 2011/2012	NOTES
PERSONNEL SERVICES:					
	Salaries - Regular	0100	-	-	
	Salaries - part-time	0125	-	-	
	Salaries - Temporary	0150	-	-	
	Overtime	0200	-	-	
	Retirement - PERS	0250	-	-	
	FICA/MEDICARE	0300	-	-	
	Workers' Compensation	0350	-	-	
	Medical/Life Insurance	0400	-	-	
	Other Benefits	0450	-	-	
	Sub-total		-	-	
SUPPLIES & SERVICES:					
	Other Professional Services	2150	-	-	
	Sub-total		-	-	
CAPITAL OUTLAY:					
	Downtown Façade Pgrm	3159	-	-	
	URM	3161	-	-	
	Land	3170	-	-	
	Buildings	3100	-	-	
	Royal Theatre	3160	-	-	
	Sub-total		-	-	
OTHER FINANCING USES:					
	InterFund Transfer to 26	5030	-	100,000	
	Sub-total		-	100,000	
	Department Total		-	100,000	

This fund is used for Façade Grants. Anticipate funding for this purpose in 2012/2013.

GUADALUPE REDEVELOPMENT AGENCY AFFORDABLE HOUSING - 4540
2011/2012
BUDGET

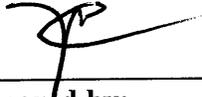
Fund 90		ACTUAL	PROJECTED	REQUESTED	NOTES
Acct No.		at 2009/2010	at 2010/2011	at 2011/2012	
Services and Supplies					
Other Professional Services	2150	28,000	5,000	30,000	Infill Housing Program
Services by other Agencies	2350	-	-	-	
Legal Services	2100	-	-	30,000	
Sub-total		<u>28,000</u>	<u>5,000</u>	<u>60,000</u>	
CAPITAL OUTLAY:					
Housing Grant Rehab (Fence Grant)	3167	31,200	10,000	10,000	
Habitat for Humanity - Ppty Purchase	3154	-	-	100,000	
Habitat For Humanity - Rehab Existing Ppty	3166	13,025	10,000	50,000	Habitat for Humanity contract balance,
Govt Agency Match - Acquisition of ppty	3163	-	-	500,000	FEMA 1952DR HM Grant - Pioneer St parcels
Land	3170	-	-	-	
Buildings	3100	-	-	-	
Improvements other than Bldgs	3150	-	-	-	Five Year Plan
Sub-total		<u>44,225</u>	<u>20,000</u>	<u>660,000</u>	
OTHER FINANCING USES:					
InterFund Transfer	5000	200,000	200,000	250,000	
InterFund Transfer	5060	-	-	-	
Lease Purchase	4150	-	-	-	
Sub-total		<u>200,000</u>	<u>200,000</u>	<u>250,000</u>	
Department Total		<u>272,225</u>	<u>225,000</u>	<u>970,000</u>	

GUADALUPE REDEVELOPMENT AGENCY BOND REFINANCE - 4542
2011/2012
BUDGET

Fund 91		Actual	Projected	Requested	Notes
Acct No.		at 2009/2010	at 2010/2011	at 2011/2012	
Services and Supplies					
Professional Services	2150	-	-	-	
Sub-total		-	-	-	
CAPITAL OUTLAY:					
Lantern Project	3150	-	-	-	
Downtown Lighting	3157	-	-	-	
URM - General	3161	-	-	-	
URM - Specific Properties **	3120 - 3141	1,358,000	800,000	340,000	URM Grants; Royal Theatre; Vets Hall
City Entrance Signs	3158	-	-	-	
Amtrack Station Improvements	3192	-	-	-	
Open Air Farmers Market	3193	-	-	-	
Equestrian/Ped Trails to beach	3194	-	-	-	
Wetlands	3195	-	-	-	
Water System Improvements	3196	-	-	-	
Royal Theatre	3160	-	-	-	
Land	3170	-	-	-	
Buildings	3100	-	-	-	
Improvements other than Bldgs	3150	-	24,807	24,807	Measure A MOE - 9th Street Sidewalk/Street
Sub-total		1,358,000	824,807	364,807	
OTHER FINANCING USES:					
InterFund Transfer	5000	228,000	10,000	50,000	Staff costs for URM
Sub-total		228,000	10,000	50,000	
Department Total		1,586,000	834,807	414,807	

U R M	Amount Budgeted in 2011/2012	Guadalupe Street
Acct # **		
91-4542-3120	0	951
91-4542-3121	0	941-945
91-4542-3122	50,000	955-959
91-4542-3123	0	887-891
91-4542-3124	0	865-875
91-4542-3125	7,000	813
91-4542-3126	0	868-874
91-4542-3127	0	878
91-4542-3128	0	899
91-4542-3129	0	910
91-4542-3130	0	946-960
91-4542-3131	22,100	928
91-4542-3132	0	935
91-4542-3133	0	898
91-4542-3134	0	914
91-4542-3135	20,400	920
91-4542-3136	27,500	823-829
91-4542-3137	0	771
91-4542-3138	0	393
91-4542-3139	0	854
91-4542-3140	110,000	1025
91-4542-3141	100,000	848
	337,000	Vets Hall Royal Theatre

**REPORT TO THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF
GUADALUPE
Agency Agenda of June 14, 2011**



Prepared by:
Regan M. Candelario

SUBJECT:

REVIEW OF THE RESPONSES TO THE REQUEST FOR PROPOSALS (RFP) TO COMPLETE A MARKET STUDY

RECOMMENDATION:

That the Agency Board reviews the summary report of RFP responses, discusses the project, and provides further direction for staff.

BACKGROUND:

On March 22, 2011 the Agency Board provided direction to staff to develop an RFP for a market study. Staff developed and distributed a RFP letter to over 30 real estate and development firms on May 6 and proposals were due on May 31. The Agency received three qualified proposals. Pending direction from the Agency Board, staff will continue with the proposed schedule and interview responders.

In an effort to identify the potential highest and best use for this strategic section of town a market study is needed. The market study will identify traffic volumes, potential future traffic patterns, demographic realities and projections, income and spending habits, proximity of other existing and planned development sites, etc. Staff expects that a commercial/retail type of project will be the optimal development model at this key location on the southern end of town. The availability of a market study will greatly increase the likelihood of interest in this location from the development community.

**Guadalupe Market Study
Response Summary of Proposals**

Jun-11

Firm	Low Fee	High Fee	Turnaround Time
Kosmont Companies	\$ 19,640.00	\$ 27,465.00	TBD
Paragon Partners Ltd.	\$ 26,500.00		TBD
Tierra West Advisors	\$ 27,150.00	\$ 29,250.00	3 months

**REPORT TO THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF
GUADALUPE
Agency Agenda of June 14, 2011**


Prepared by:
Regan M. Candelario

SUBJECT:

UPDATE REGARDING THE ECONOMIC DEVELOPMENT STUDY BY
ADMINISTRATIVE INTERN LARISSA HEEREN

RECOMMENDATION:

That the Agency Board receives a status report regarding the economic development study for Guadalupe completed by Administrative Intern Larissa Heeren as her final Masters Thesis project for her degree from Cal Poly.

BACKGROUND:

The City of Guadalupe hired two administrative interns in 2010 to assist the City and the Agency with various projects and day-to-day tasks. These two interns, Brandi Howell and Larissa Heeren, have done a wonderful job over the past year. Examples of projects include research for various City initiatives, completion of reporting requirements, coordination of various aspects of community events such as the Judy Baca Mural Reception and Salad Bowl Festival, and the submission of State grant applications. The City and Agency have benefited greatly from their internships. In addition to these services, the City and Agency are fortunate to have had Administrative Intern Larissa Heeren focus her final Masters Thesis Project on the City of Guadalupe. Larissa completed a 92-page study of economic development programs and projects and made recommendations as to the applicability of those programs for Guadalupe. In general, the study concluded with five recommendations for Guadalupe economic development programming. The first two recommendations are very cost effective and require very minimal staff time.

The economic develop report is currently receiving the final touches and will be available for review in the coming weeks. The Board should know that both Brandi and Larissa graduated on Saturday June 11, 2011.