

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** David C. Moe II, Redevelopment Manager

**DATE:** October 11, 2010 (CC Meeting of 10/20/10) 

**SUBJECT:** Consider Resolution Approving Business Friendly Principles as a Part of the Southern California Association of Governments Economic Growth Strategy

**BACKGROUND**

At the May 6, 2010, Southern California of Association of Governments' ("SCAG") Regional Council and General Assembly, information was disseminated regarding the severe economic challenges facing the cities, counties and residents of Southern California. The information revealed very little hope for significant regional economic growth unless there was a concerted leadership effort to reduce impediments for creating jobs and stimulating economic investments through incentives.

At the subsequent Regional Council May 7th Board retreat, there was concurrence that SCAG should identify areas where the agency could be helpful by partnering with others to reduce impediments to regional economic growth and develop a better understanding of the common regional economic objectives established by the cities and counties in the SCAG region as well as Kern and San Diego due to the interconnectivity of Southern California's economy.

SCAG is approaching the project in two phases. The first phase focuses on collecting economic data and existing economic development plans at the county and city level, and preparing a proposed regional action plan to bring to the Regional Council for approval. The regional action plan will identify areas where SCAG can partner with member cities, counties, business leaders and other key stakeholders to reduce or remove high priority economic challenges to Southern California economic recovery. The second phase will suggest ways to better "brand" and understand the Southern California economy, in order to increase investments in business opportunities from outside the region.

## **DISCUSSION**

On December 2, 2010, SCAG will host The Southern California Road to Economic Recovery Summit (“Summit”). The purpose of the Summit is for SCAG’s Regional Council to discuss key findings, high priority state impediments to economic recovery, and potential for agreement to removing impediments with state leaders and business leaders. The Governor elect, state legislative leaders, key business leaders, cities, and counties will be invited to participate in the discussion. It is anticipated that the Summit would result in identifying key economic impediment challenges where by all parties can work together to remove impediments to spur economic growth and recovery.

In order to demonstrate Southern California’s commitment to economic recovery, SCAG is proposing that the cities and counties consider adopting “Business Friendly Principles” by resolution. It is intended that the compendium of resolutions would be presented to the Governor elect and the state legislative leaders at the Summit.

The City of Moorpark is currently implementing the business friendly practices listed in the attached resolution. However, having a compendium of the 189 cities and counties resolutions of support for the December 2, 2010, Summit will demonstrate to state leaders that municipalities and SCAG Regional Council are serious about working together in the next legislative session to find ways together to increase economic growth.

Staff is recommending adoption of a resolution to formalize the City’s position on business friendly principles.

## **STAFF RECOMMENDATION**

Adopt Resolution No. 2010 - \_\_\_\_\_ for “Business Friendly Principles” as a part of the Southern California Association of Governments Economic Growth Strategy.

Attachment “A”      Resolution No. 2010 - \_\_\_\_\_

ATTACHMENT A

RESOLUTION NO. 2010 - \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, APPROVING SUPPORT OF BUSINESS FRIENDLY PRINCIPLES AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS' DEVELOPMENT OF A ECONOMIC GROWTH STRATEGY

WHEREAS, the City of Moorpark is a member of the Southern California Association of Governments ("SCAG") who is engaged in the development of a Economic Growth Strategy;

WHEREAS, the City of Moorpark supports working with SCAG and other key economic stakeholders to improve the Southern California economy;

WHEREAS, the City of Moorpark currently is a business friendly municipality and has practices in place to encourage economic growth within the community; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council supports the following Business Friendly Principles:

Principle One – Economic Development as a Priority. The City Council strives to demonstrate commitment to economic development as a priority.

Principle Two – Business Partnership. The City Council strives to provide quality municipal services to attract and retain businesses and employees.

Principle Three – Business Responsive Processes. The City Council strives to communicate effectively with businesses including processes to increase its responsiveness to businesses that are seeking or doing business within the City of Moorpark.

Principle Four – Attractiveness to Business Investment. The City Council strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting, inspections and other municipal services and will continue to improve its attractiveness to new and existing businesses.

SECTION 2. The City Council directs staff to submit a copy of this resolution to SCAG for the Regional Economic Summit scheduled for December 2, 2010.

Resolution No. \_\_\_\_\_  
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PASSED AND ADOPTED this 20th day of October, 2010.

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Janice S. Parvin, Mayor

ATTEST:

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Maureen Benson, Assistant City Clerk