



**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

Date: December 2, 2014

**MEMBERS OF THE CITY COUNCIL RECOMMENDATION:**

To receive and declare an ordinance amending the Long Beach Municipal Code Relating to the Economic Development Commission read the first time and laid over to the next regular meeting of the City Council for final reading.

**DISCUSSION:**

On November 11, 2014, the City Council approved a recommendation to "Request the City Attorney to prepare an amendment to the Long Beach Municipal Code Section 2.36.010 regarding the Economic Development Commission." The intent of the proposed changes, as approved by Council, are to bring the Economic Development Commission terms, term limits and operating procedures in line with other non-charter commissions, remove references to programs that are no longer in operation, and update commissioner requirements to reflect current economic and civic interests in Long Beach. The specific changes to the municipal code are outlined below.

Appointment criteria:

Under the current code 2.36.020 the appointment process prescribed for the appointment of commission members is overly restrictive and doesn't reflect current economic conditions. The proposed change will require that no fewer than four members of the commission have experience in the following areas/industry sectors:

Business associations – chamber of commerce, business improvement districts or business incubator/ start up support organizations.

Education – Long Beach Unified School District, Long Beach City College, California State University Long Beach, a workforce organization, or labor organization.

Professional Services – A representative of the real estate, insurance, legal, accounting, architecture, financial service industry or similar profession in Long Beach.

Tourism – Long Beach Convention and Visitors Bureau, hospitality or other tourism experience.

Aviation - A representative with aerospace or airport-related business experience.

Goods Movement/International Trade – The Port of Long Beach, international trade or global logistics experience.

Medical – A representative with health care, medical, pharmaceutical or related experience.

The remaining members of the commission shall represent an economic or business related interest in Long Beach. The new membership requirements will allow the commission to have the flexibility needed to respond to the changing economic needs of the City.

#### Terms and Term Limits:

The current language calls for four year terms which is out of line with the majority of non-charter commissions. The proposed change brings this section in line with existing code section 2.18: The Uniform Regulations for Council Established Advisory Boards, Commissions and Committees, specifically 2.18.050C regarding terms and term limits.

#### Operating Procedures:

In order to further align the Economic Development Commission with other non-charter commissions, the language contained in sections 2.36.030 compensation, 2.36.040 organization, and 2.36.050 Absence from meetings will be amended to reflect current requirements in LBMC 2.18: The Uniform Regulations for Council Established Advisory Boards, Commissions and Committees.


#### Duties of the Commission:

The current language regarding the commission duties 2.36.060 D-J refer to city programs that are no longer in effect. These sections shall be removed and a new subsection will be added allowing the council to refer issues to the commission as needed.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
Mayor Robert Garcia  
City of Long Beach

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH AMENDING THE LONG BEACH  
MUNICIPAL CODE BY AMENDING CHAPTER 2.36  
RELATING TO THE ECONOMIC DEVELOPMENT  
COMMISSION

The City Council of the City of Long Beach ordains as follows:

Section 1. Chapter 2.36 of the Long Beach Municipal Code is amended  
to read as follows:

Chapter 2.36

ECONOMIC DEVELOPMENT COMMISSION

2.36.010 Created.

There is created a Commission in and for the City to be known and  
designated as the Economic Development Commission.

2.36.020 Appointment, composition and terms of office.

The Economic Development Commission shall consist of eleven (11)  
members. At least a majority of the members of the Commission shall be residents  
of the City at the date of appointment. The remainder of the Commission may be  
comprised of residents of the City or individuals having a business interest in the  
City at the date of his/her appointment. The members of the Commission shall be  
appointed by the Mayor, subject to the confirmation of the City Council. The Mayor  
shall make no fewer than four (4) of said appointments to reflect experience in the  
following areas:

1           A.     Business associations such as the Long Beach Area  
2 Chamber of Commerce, a Business Improvement District or Business  
3 Incubator/Start-up Organization (Business Association);

4           B.     Long Beach Unified School District, Long Beach City College,  
5 California State University, Long Beach, a Workforce Organization, Labor  
6 Organization or other education workforce experience (Education);

7           C.     A representative of the real estate, insurance, legal,  
8 accounting, architecture or financial service industry or similar profession in  
9 Long Beach (Professional Services);

10          D.     Long Beach Convention and Visitors Bureau, hospitality or  
11 other tourism experience (Tourism);

12          E.     A representative with aerospace or airport-related business  
13 experience (Aviation);

14          F.     The Port of Long Beach, international trade or global logistics  
15 experience (Goods Movement/International Trade); or

16          G.     A representative with health care, medical, pharmaceutical or  
17 related experience (Medical).

18                 The remaining commissioners shall be appointed by the Mayor of the City  
19 subject to City Council confirmation, representing business or a business-related  
20 civic interest in Long Beach.

21   2.36.030     Duties.

22                 The duties of the Commission shall be to advise and recommend to the City  
23 Council and the City Manager on matters pertaining to activities affecting  
24 economic development within the City, in the creation of private-sector  
25 employment opportunities and business ventures, on methods of coordinating  
26 economic efforts, and more specifically to advise and recommend to the City  
27 Council concerning the following:

28          A.     The evaluation of research concerning economic growth

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patterns of the community;

B. The identification of economic development needs and opportunities in the community and the recommendation of program strategies for implementation by City staff;

C. The evaluation and recommendation of marketing plans for economic development programs; and

D. Any other areas or topics relating to Economic Development as directed by the City Council.

Nothing herein contained shall be construed as investing the Commission, or any member thereof, with supervisory powers over the actions or duties of City departments.

2.36.040 Organization.

A. All meetings shall be subject to the provisions of the Ralph M. Brown Act (California Government Code section 54950 et seq.).

B. The Commission shall be subject to the provisions of Long Beach Municipal Code Chapter 2.18. If a specific provision of this ordinance conflicts with any provision of Long Beach Municipal Code Chapter 2.18, the specific provision shall control.

Section 2. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three (3) conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first (31st) day after it is approved by the Mayor.

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OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2014, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Approved: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
Mayor

1 REDLINE

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3 2.36

4 ECONOMIC DEVELOPMENT COMMISSION

5 2.36.010 Created.

6 There is created a Commission in and for the City to be known and  
7 designated as the Economic Development Commission.

8  
9 2.36.020 Appointment, composition and terms of office.

10 The Economic Development Commission shall consist of eleven  
11 (11) members. At least a majority of the members of the Commission shall be  
12 residents of the City at the date of appointment. The remainder of the  
13 Commission may be comprised of residents of the City or individuals having a  
14 business interest in the City at the date of his/her appointment. The members of  
15 the Commission shall be appointed by the Mayor, subject to the confirmation of  
16 the City Council. The Mayor shall make ~~eight (8)~~no fewer than four (4) of said  
17 appointments to reflect experience in the following areas: from a list of persons  
18 nominated by the governing bodies or chief executive officer of the following  
19 organizations or representing the following public-private segments:

20 A. Business associations such as the Long Beach Area  
21 Chamber of Commerce, a Business Improvement District or Business  
22 Incubator/Start-up Organization (Business Association);

23 B. Long Beach Unified School District, ~~or~~ Long Beach City  
24 College, ~~or~~ California State University, Long Beach, a Workforce Organization,  
25 Labor Organization or other education workforce experience (eEducation);

26 C. A representative ~~from~~of the real estate, insurance, legal,  
27 accounting, architecture or financial services industries or similar profession in  
28 Long Beach (~~real-estate/financial~~Professional sServices);

1                   D. ~~A representative from a Long Beach Area Workforce~~  
2 ~~Organization (workforce);~~

3                   E. ~~A representative from the insurance, legal, accounting or~~  
4 ~~architecture professions in Long Beach (professional services);~~

5                   FD. Long Beach Convention and Visitors Bureau, hospitality or  
6 other tourism experience (~~T~~ourism);

7                   G. ~~City of Long Beach Recognized Business Association~~  
8 ~~representative (business associations);~~

9                   HE. A representative ~~from an~~with aerospace or airport-related  
10 business experience (~~airport business~~Aviation);

11                  F. The Port of Long Beach, international trade or global  
12 logistics experience (Goods Movement/International Trade); or

13                  G. A representative with health care, medical, pharmaceutical  
14 or related experience (Medical).

15                  The remaining ~~three (3)~~ commissioners shall be appointed by the  
16 Mayor of the City subject to City Council confirmation, representing business or a  
17 business-related civic interest in Long Beach.

18                  ~~Upon the expiration of the current term of each seat, an~~  
19 ~~appointment shall be made by the Mayor for a term not to exceed four (4) years~~  
20 ~~in duration. All subsequent appointments to each seat shall be for a term of four~~  
21 ~~(4) years. Except for members first appointed after the effective date of the~~  
22 ~~ordinance codified in this Chapter to fill unexpired terms, no member shall serve~~  
23 ~~more than eight (8) consecutive years.~~

24  
25 ~~2.36.030 Compensation.~~

26                  ~~No member of the Commission shall receive any compensation for~~  
27 ~~his services thereon.~~

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1 ~~2.36.040 Organization.~~

2 ~~No later than ten (10) days following their appointment, the~~  
3 ~~Commission members shall meet at a regular session and shall organize by~~  
4 ~~electing one (1) of the members Chairman and one (1) Vice Chairman. The~~  
5 ~~Executive Secretary shall be the Director of the Department of Community~~  
6 ~~Development of the City. The officers are to serve for a period of one (1) year in~~  
7 ~~such capacity. The term of an officer shall, however, expire with the expiration of~~  
8 ~~his term of office as a Commissioner. A vacancy in any office of the Commission~~  
9 ~~shall be filled by election held by the Commission members. The officers of the~~  
10 ~~Commission shall perform the duties that are usually and customarily performed~~  
11 ~~by such officers. At such meeting the Commission shall select a regular meeting~~  
12 ~~place and time and shall inform the City Council thereof. A regular meeting shall~~  
13 ~~be held at least once each month. Special meetings may be called by the~~  
14 ~~Chairman or by any three (3) members of the Commission. Written notice of any~~  
15 ~~such special meeting shall set forth the time and place of such meeting, state the~~  
16 ~~business to be conducted at such meeting, and be personally served on each~~  
17 ~~Commission member at least twenty four (24) hours prior to the meeting. Any~~  
18 ~~matter which might properly be considered by the Commission at a regular~~  
19 ~~meeting may be considered at such special meeting; provided, however, that~~  
20 ~~only such business as originally stated in the notice may be considered at the~~  
21 ~~special meeting. A majority of Commission members shall constitute a quorum~~  
22 ~~for the transaction of business, but a less number may adjourn from time to time~~  
23 ~~to a day certain. Robert's Rules of Order shall constitute the parliamentary rules~~  
24 ~~for the transaction of the Commission's business. All meetings shall be open to~~  
25 ~~the public in accordance with the Ralph M. Brown Act and other secret meeting~~  
26 ~~laws.~~

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28 ~~2.36.050 Absence from meetings.~~

1                   ~~If a member is absent without the consent of the Commission from~~  
2 ~~four (4) consecutive meetings, whether regular or special, such absence may~~  
3 ~~effect the retirement from the Commission of the member so absenting himself,~~  
4 ~~at the discretion of the Commission. In the event a vacancy is thus created, it~~  
5 ~~shall immediately be filled by the same method by which such member was~~  
6 ~~appointed.~~

7  
8 2.36.0630 Duties.

9                   The duties of the Commission shall be to advise and recommend to  
10 the City Council and the City Manager on matters pertaining to activities affecting  
11 economic development within the City, in the creation of private-sector  
12 employment opportunities and business ventures, on methods of coordinating  
13 economic efforts, and more specifically to advise and recommend to the City  
14 Council concerning the following:

15                   A.     The evaluation of research concerning economic growth  
16 patterns of the community;

17                   B.     The identification of economic development needs and  
18 opportunities in the community and the recommendation of program strategies  
19 for implementation by City staff;

20                   C.     The evaluation and recommendation of marketing plans for  
21 economic development programs; and

22                   ~~D.     The review and reporting to City Council regarding~~  
23 ~~availability of surplus City-owned property and recommendation of interim and~~  
24 ~~long-term uses consistent with the community's economic development needs;~~

25                   ~~E.     The recommendation to City Council of the appointment of~~  
26 ~~citizen business task forces to review and study specific development problems~~  
27 ~~and opportunities;~~

28                   ~~F.     The formulation and recommendation of policies for loan~~

1 ~~programs administered by the Economic Development Division;~~

2 ~~G. The cooperation with the Redevelopment Agency and~~  
3 ~~Housing Authority regarding those development programs which are of common~~  
4 ~~concern to the respective agencies;~~

5 ~~H. The evaluation of the availability of Federal and State grant~~  
6 ~~programs and recommendation of application for those grants deemed~~  
7 ~~appropriate for the economic development needs of the community;~~

8 ~~I. The establishment and management of a land program to~~  
9 ~~stimulate industrial and commercial development within the City;~~

10 ~~J. Evaluation and recommendations related to the City's~~  
11 ~~international trade promotion efforts including coordination with the Long Beach~~  
12 ~~International Trade Office.~~

13 ~~D. Any other areas or topics relating to Economic Development~~  
14 ~~as directed by the City Council.~~

15 Nothing herein contained shall be construed as investing the  
16 Commission, or any member thereof, with supervisory powers over the actions or  
17 duties of City departments.

18 2.36.040. Organization.

19 ~~A. All meetings shall be subject to the provisions of the Ralph~~  
20 ~~M. Brown Act (California Government Code section 54950 et seq.).~~

21 ~~B. The Commission shall be subject to the provisions of Long~~  
22 ~~Beach Municipal Code Chapter 2.18. If a specific provision of this ordinance~~  
23 ~~conflicts with any provision of Long Beach Municipal Code Chapter 2.18, the~~  
24 ~~specific provision shall control.~~