

**ATTACHMENT A**  
**WRAC FORMATION MEMO**

CITY OF VENTURA

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# CITY MEMORANDUM

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**Date: March 23, 2011**

**To: RICK COLE, CITY MANAGER**

**From: JEFFREY LAMBERT, COMMUNITY DEVELOPMENT DIRECTOR**

**Subject: FORMATION OF THE WESTIDE REDEVELOPMENT ADVISORY COMMITTEE (WRAC)**

## **Background**

At its April 19, 2010 joint meeting with the Planning Commission, City Council directed staff to begin the process of forming a Westside Redevelopment Area Project (WRAP) in Ventura's Westside. On July 19, 2010, Council then directed staff to propose a strategy for addressing citizen input on the proposed Redevelopment plan process. On September 27, 2010, Council took two actions regarding the civic engagement component of the WRAP process, approving:

1. A resolution finding that a Project Area Committee, under California Redevelopment Law, is not required for the establishment of the WRAP, and
2. The staff-proposed process for formation of the Westside Redevelopment Advisory Committee (WRAC).

On January 24, 2011, Council took action to reduce the scope of the proposed Redevelopment project area to within city limits, no longer to include the unincorporated North Avenue areas.

## **Westside Redevelopment Advisory Committee**

In order to offer the Westside Community opportunities for civic engagement, public participation, and supplementary oversight in the formation of the WRAP and future RDA projects, staff recommended formation of the Westside Redevelopment Advisory Committee (WRAC). As envisioned, the WRAC would have similar responsibilities as a PAC and be formed similarly. There would be eleven members representing four interest groups, as follows:

| <b>WRAC Membership Category</b> |                                  | <b>No. of Members</b> |
|---------------------------------|----------------------------------|-----------------------|
| 1                               | Residential Owner Occupants      | 3                     |
| 2                               | Residential Tenants              | 3                     |
| 3                               | Business Persons                 | 3                     |
| 4                               | Existing Community Organizations | 2                     |
|                                 | <b>Total</b>                     | <b>11</b>             |

**Formation Procedure.** The process for forming the WRAC approved by Council on September 27, 2010 included the following steps:

1. Publicizing, to the Westside community, the opportunity to serve on the WRAC.
2. Conducting a public meeting in the Westside to explain how the WRAC will be established, what the functions of the committee will be, and who is eligible to serve on the committee.
3. Determining the number of residents, businesses representatives, and community organization representatives to include in the WRAC.
4. Conducting an election of committee members.
5. Convening the committee members and holding meetings necessary to carry out the functions of the committee.

Staff began this process by sending a mailing in early December 2010 to all addresses in the Westside and North Avenue notifying residents, property owners, and business owners of the WRAC formation process and the two upcoming public meetings: WRAC Information Meeting (January 12, 2011) and WRAC Election Meeting (February 16, 2011).

After Council's action January 24, 2011, in which the proposed project area boundary was adjusted, two mailings were sent: one to Westside (project area) addresses announcing the February 16<sup>th</sup> election meeting and another to North Avenue addresses informing residents that the project area no longer included areas outside city limits.

In addition to the mailed notices, staff posted announcements and flyers throughout the Westside and North Avenue communities, and attended various community events including Westside Community Council and CAUSE/ VCCOOL meetings. Additionally, all publications and announcements, as well as proposed project area boundary maps, were posted on the Westside page of the City's website.

## WRAC Election

Eligible community members interested in WRAC membership submitted applications that were reviewed by staff for eligibility. The slate consisted of the following:

| <b>Interest Category</b>         | <b>Number of Seats</b> | <b>Number of Candidates</b> |
|----------------------------------|------------------------|-----------------------------|
| Residential Owner Occupants      | 3                      | 6                           |
| Residential Tenants              | 3                      | 3                           |
| Business Persons                 | 3                      | 2                           |
| Existing Community Organizations | 2                      | 2                           |

The WRAC election meeting took place on February 16, 2011 at E.P. Foster School. Over 100 people came to the election meeting with documentation required to determine eligibility to vote. City staff registered approximately 125 voters amongst the interest categories. After voters were registered, each of the thirteen candidates gave a campaign speech describing their experiences and interests in serving on the committee, which was followed by a paper ballot vote.

The following were elected to the committee:

| <b>Interest Category</b>                | <b>Committee Member</b> | <b>Committee Member</b> | <b>Committee Member</b> |
|---|-------------------------|-------------------------|-------------------------|
| <b>Residential Owner Occupants</b>      | Suz Montgomery          | Jackie Pearce           | Theresa Satterfield     |
| <b>Residential Tenants</b>              | Richard Betita          | Stephen DeBaun          | David Sedacca           |
| <b>Business Persons</b>                 | Roger Case              | Pete Marriott           | Vacant                  |
| <b>Existing Community Organizations</b> | Rachel Morris           | Art Troll               |                         |

## WRAC Orientation Meeting

On March 22, 2011, the WRAC was convened for its first meeting. Among the items addressed were legal requirements, committee protocol, and Redevelopment basics. Additionally a chair and vice chair were selected, and the vacant Business Owner seat was filled by Maureen Granaroli, owner of D'Jango's Coffee House on Ventura Avenue.

The WRAC Preliminary Plan was distributed to the committee for review and for discussion at the next regular meeting. The committee's regular meetings will be held on the second Wednesday of the month at 7:00 p.m. at the Bell Arts Factory, Janet Addison Room.