

**Kingsburg Economic Development Committee
Minutes September 13, 2019 Meeting**

I. Call to order and roll call – Safarjian

Present: Steve Safarjian, Michelle Roman, Sherman Dix, Jeff Dodd, Alex Henderson, Jolene Polyack

Absent: None

II. Approval of minutes – Safarjian

The September 13, 2019 minutes were approved.

III. Public Comments – Safarjian

No public comments.

IV. Branding Kingsburg West – Henderson

Since the wayfinding signs have been installed directing motorists to the downtown, some merchants would like to see similar signage directing them to the western side of the highway for traveler services. The committee will hold off on a decision pending potential new highway signs along with expected new employers moving to the area that may bolster sales of the existing businesses. We will revisit in the future.

V. Highway 99 Signage – Polyack

There are two Welcome to Kingsburg signs on Highway 99. We will explore the possibility of replacing them with digital signs. Polyack will contact sign companies and obtain quotes.

VI. Agri-tourism – Polyack

A logo was agreed upon and the first day trip experience has been tentatively set up. The experiences will be categorized by agricultural industry.

VII. Old Business – Safarjian

The Woods building renovation is moving along with the expectation that it will be completed in time for the Swedish Festival.

VIII. New Business – Safarjian

The Otani property located at 14261 Golden State Blvd has been listed with Colliers. The property is a 2-mile triangular parcel that is a Build to Suit.

The City Council has approved a new incentive program that will include a forgivable loan program for up to \$75K for infrastructure improvements such as ADA compliance and fire suppression systems within the downtown district.

IV. Adjournment – Safarjian