

Fortuna City Council  
Fortuna Planning Commission  
January 9, 2007 6:00 PM  
River Lodge

**PRESENT**

Mayor John Campbell  
Mayor Pro Tem Patrick Whitchurch  
Councilman Mel Berti  
Councilman Dean Glaser  
Councilman Doug Strehl

**STAFF**

City Manager  
Senior City Planner  
Assistant Planner  
Deputy City Clerk

**PLANNING COMMISSION**

Chairman Travis Low  
Commissioner Tami Gillam  
Commissioner Arden Henry  
Commissioner Neal Kesterson  
Commissioner John Marshall  
Commissioner Marvin Schwartz  
Commissioner Darren Tomasini

**CONSULTANTS**

Tiffany Wilson  
Professor Steve Hackett

**BUSINESS**

**WORKSHOP PRESENTATION BY STAFF AND PLANWEST PARTNERS  
CONCERNING THE ECONOMIC AND FISCAL CONSIDERATIONS OF THE  
GENERAL PLAN UPDATE ALTERNATIVES**

City Manager Duane Rigge said that we need to look at the current General Plan, as we are updating the current General Plan. He indicated another workshop study session is needed and the Planning Commission and City Council tentatively agreed on February 12<sup>th</sup>.

City Manager Rigge said the Background Report will be published soon and it's the cornerstone of the E.I.R. He said that before we can have public comment, we have to have a project, and the draft General Plan will be the project.

Assistant Planner Stephen Avis reviewed the agenda and said the Technical Report will be reviewed by Dr. Hackett. Stephen said the economic factors are important considerations in the General Plan and the General Plan is a chance for the community to come together.

Professor Steve Hackett reviewed the basis for the projections and said that any long-range projection of 20 years will be wrong, but these are reasonable. He said that regarding retail space Fortuna appears to capture more auto and gasoline sales compared to national retail sales patterns.

Professor Hackett said he used the population growth rate of 1.6% for Fortuna and said he thinks it's optimistic. He said we may have good economic conditions in the future and that Fortuna has captured between 8% and 9% of the taxable sales in Humboldt County.

Professor Hackett reviewed the projected demand for commercial office space and manufacturing space which he said is the most difficult. He said the model was based on post-mill closure and 1.75% employment growth rate was used.

Professor Hackett said that in comparing Market Feasibility, based on his projections, Alternative A has the greater likelihood of being feasible. He said that Alternative B if realized, would have a lot of money flowing in and Alternative C has the strongest prospects for overall economic health. He also said Alternative C has the strongest prospects for employment opportunity and the strongest prospects for small business growth and this is a very exciting time for Fortuna.

The Planning Commission members and City Council asked the Professor several questions for clarification.

Councilman Berti said he would like to combine the three alternatives into one with all the good ideas from all three. Councilman Whitchurch said he read the current General Plan from cover to cover and indicated he would like to see what elements are the same with the current and draft General Plan.

Mayor Campbell said a lot of hard work was done previously and we can come up with a document of what is best for Fortuna.

City Manager Rigge said it is also helpful to understand how Fortuna finances public services and that retail sales taxes makes up 50% of the budget.

There being no further discussion, the meeting adjourned at 7:42 PM.