



# FORT ORD REUSE AUTHORITY

920 2<sup>nd</sup> Avenue, Suite A, Marina, CA 93933

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## VETERANS ISSUES ADVISORY COMMITTEE (VIAC)

**3:00 P.M. THURSDAY, JULY 23, 2015**

920<sup>nd</sup> Avenue, Suite A, Marina CA 93933 (FORA Conference Room)

### AGENDA

**1. CALL TO ORDER AT 3:00 PM**

**2. PLEDGE OF ALLEGIANCE**

**3. ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE**

**4. PUBLIC COMMENT PERIOD:**

Members of the audience wishing to address the Fort Ord Reuse Authority (FORA) VIAC on matters within the jurisdiction of FORA, but not on this agenda, may do so during the Public Comment Period. Public comments are limited to three minutes. Public comments on specific agenda items will be heard under that item.

**5. APPROVAL OF MEETING MINUTES**

a. June 25, 2015 VIAC Minutes

ACTION

**6. BUSINESS ITEMS**

a. California Central Coast Veterans Cemetery Status Report

INFORMATION

i. Construction Schedule

INFORMATION

b. Ongoing Local Military Issue Media Coverage

INFORMATION

c. VA/DoD Veterans Clinic Status Report

INFORMATION

i. Historic Flag Pole Variance Update

INFORMATION

ii. Construction Schedule

INFORMATION

d. FORA Economic Development Program

INFORMATION

e. Fundraising – Stand Down and other events

INFORMATION

**7. ITEMS FROM MEMBERS**

**8. ADJOURNMENT**

Upcoming Events:

October 17-31, 2015: Remembering Our Fallen Photo Exhibit, Location TBD

October 24, 2015: Honor Our Fallen 1K/5K/10K Run at Fort Ord Dunes State Park

November 7, 2015: Veteran of the Year Annual Dinner at Monterey Elks Lodge

November 14, 2015: 6<sup>th</sup> Annual Heroes' Open at Bayonet & Black Horse Golf Course

**NEXT SCHEDULED MEETING: August 27, 2015**

*For information regarding items on this agenda or to request disability related modifications and/or accommodations please contact the Deputy Clerk by 5:00 p.m., one business day prior to the meeting.*

*Agendas are available on the FORA website at [www.fora.org](http://www.fora.org).*



# FORT ORD REUSE AUTHORITY

## VETERANS ISSUES ADVISORY COMMITTEE REGULAR MEETING NOTES

3:00 p.m., Thursday, June 25, 2015 | FORA Conference Room  
920 2<sup>nd</sup> Avenue, Suite A, Marina, CA 93933

### 1. CALL TO ORDER AND ROLL CALL

Acting Chair Jerry Edelen called the meeting to order at 3:00 p.m. The following were present, as indicated by signatures on the roll sheet:

#### VIAC Members:

Jerry Edelen, Acting Chair  
Rich Garza, CCCVFC  
Jack Stewart, CAC  
James Bogan, UVC  
Sid Williams, Mo. Co. Military/Vets  
Edith Johnsen, Veterans Families  
Peter Le, MCWD

#### FORA Staff:

Robert Norris  
Crissy Maras

#### Others:

Preston Young, US Army POM  
Mike Mitchell, VTC  
Nicole Charles, Sen. Monning  
Bob Shaffer  
Candy Ingram

### 2. PLEDGE OF ALLEGIANCE

Acting Chair Edelen asked James Bogan to lead the Pledge of Allegiance.

### 3. ACKNOWLEDGEMENTS, ANNOUNCEMENTS AND CORRESPONDENCE

None.

### 4. PUBLIC COMMENT PERIOD

The committee heard from Bob Shaffer, who announced Dunes on Monterey Bay workforce housing financing options for those making up to \$111K annually.

### 5. APPROVAL OF MEETING MINUTES

a. April 23, 2015 VIAC Minutes

MOTION: Sid Williams moved, seconded by Jack Stewart, to approve the minutes as presented.

MOTION PASSED: Unanimous

### 6. OLD BUSINESS

a. California Central Coast Veterans Cemetery Status Report

i. Discussion of CDVA Proposed Regulations

FORA is hosting monthly/bi-monthly CCCVC construction meetings. The project manager, Susan Rice, has offered to provide site tours to interested veteran groups. The CCCVC Foundation will design/build the memorial wall by a separately awarded contract to ensure completion coinciding with completion of the first phase of cemetery construction.

The committee received proposed CDVA regulations regarding non-monetary CCCVC donations (monuments, statues, headstones, etc.) to ensure consistency with USDVA cemeteries and federal grant requirements.

b. Ongoing Local Military Issue Media Coverage

FORA recently hired current FORA employee Josh Metz to fill the Economic Development Coordinator position. One of his tasks is to implement a 100-day plan that includes the integration of military and veteran issues into Fort Ord economic development. Members requested that Mr. Metz attend the next VIAC meeting to review the plan.

c. VA/DoD Veterans Clinic Status Report

- i. Historic Flag Pole Variance Update
- ii. Construction Schedule

Sid Williams reported that the CDVA has agreed to flag pole installation, but the VA must submit installation designs for review and approval. Restoration funds and a retrofit contractor are in place. The pole will be retrofitted and stored at the VTC prior to installation at the clinic.

Construction is progressing per the schedule provided to FORA in March 2014. Robert Norris has requested an updated construction schedule from the City of Marina.

d. FORA Sacramento Mission Status Report

Acting Chair Edelen provided the status report, noting that CDVA representatives were supportive of local efforts to install the donor wall. The CDVA cannot issue a change order for wall installation in the current construction contract, but it's possible that a separate design/build contract can be awarded concurrently to provide wall installation prior to the completion of the first phase of cemetery construction. Acting Chair Edelen additionally noted that the successful groundbreaking ceremonies had a positive state and federal impact.

**7. ITEMS FROM MEMBERS**

Rich Garza announced that the annual Run for the Fallen event was scheduled for October 24<sup>th</sup>. Additionally, the Remember the Fallen photo tribute is looking for a venue to host the traveling exhibit that recognizes more than 700 California service members lost in Iraq and Afghanistan. Members provided venue suggestions.

Mr. Williams reported that the annual Stand Down event had been included in the Monterey County budget and funds will be in place prior to the next event.

Members requested a fundraising item be added to future agendas.

**8. ADJOURNMENT**

Acting Chair Edelen adjourned the meeting at 3:35 p.m.



**FORA**  
ECONOMIC DEVELOPMENT

## Economic Development Update

Veterans Issues Advisory Committee  
*July 23, 2015*

**Josh Metz**  
*Economic Development  
Coordinator*

**FORA**  
ECONOMIC DEVELOPMENT

## Overview

- Build on **Regional Economic Strengths**
- Hold **Stakeholder Meetings**
- Attend **Conferences**
- Support **Regional Initiatives**
- Develop **Success Metrics**
- Improve **ED Communications**
- Draft **Strategic ED Action Plan**
  - *October meeting*
- Advance **RUDG/Trails Planning**
- Responding to **Opportunities**

## Regional Economic Engines



A collage of images illustrating various regional economic engines. The images include: a combine harvester in a field, a modern building, a group of cyclists, a solar farm, a scuba diver, a coastal pier, and a residential house.

## Collaboration



A grid of logos representing various organizations and entities involved in collaboration. The logos include: United States Army, Hispanic Chamber of Commerce, Monterey Chamber of Commerce, Grower-Shipper Association, Monterey Bay Aquarium, CSU MMB, Harbortoll, California State Fair, NPS, Pacific Grove, Monterey Peninsula Chamber of Commerce, Monterey County Business Council, City of Seaside, City of Marina, City of Del Rey Oaks, Community Hospital of the Monterey Peninsula, Steinbeck Innovation, Big Sur Land Trust, Sierra Club, Salinas County, Monterey Peninsula Regional Park District, Monterey Peninsula Marine Laboratory, California State University Monterey Bay, Thrive Agriculture, Fly Monterey, East Garrison, Monterey County, Monterey County Farm Bureau, Marina Community Partners, TEDx Monterey, maha, Salinas, San Jose, Carmel, and Marine.

*\*Not an exhaustive list*

## Meetings to date



## Conferences





- *FORA Presence*
- *Opportunity identification*
- *Networking*




## Regional Initiatives




## Focus Workshops




- **Quarterly**
  - ½-day
  - Action Plan Oriented
- **Industry Sector focus**
  - Overview – BMP
  - What We Have
  - What We Need
- **Build on Economic Strengths**
  - Education, Agtech, Language, Tourism/ Hospitality, Ecotourism, Health & Wellness, Marine Tech, Homeland Security

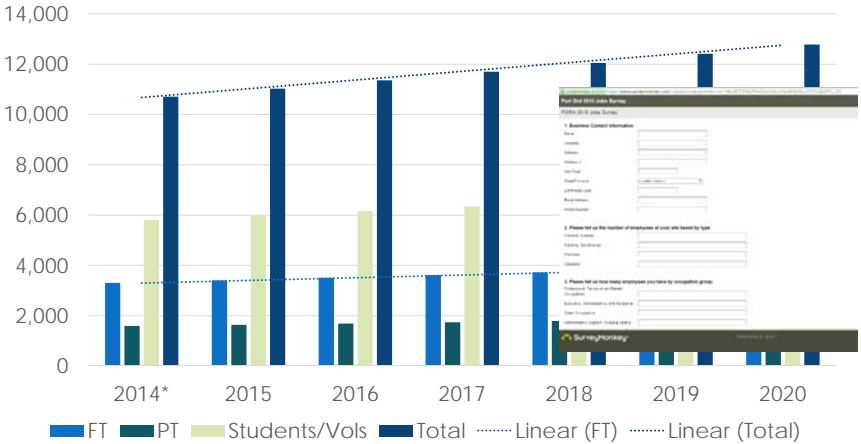
Success Metrics




- *Job Creation/Retention*
- *Business Creation/Retention*
- *Investment Volume*
- *Partnerships*
- *Project Metrics*
- *Web/Social Media Analytics*

Jobs Survey


*Potential* former Fort Ord Jobs 2014-2020 at 3% gr



Year	FT (Dotted)	PT (Dark Green)	Students/Vols (Light Green)	Total (Dark Blue)
2014*	10,500	1,500	5,800	17,800
2015	11,000	1,500	6,000	18,500
2016	11,500	1,500	6,200	19,200
2017	12,000	1,500	6,400	19,900
2018	12,500	1,500	6,600	20,600
2019	13,000	1,500	6,800	21,300
2020	13,500	1,500	7,000	22,000

Legend: FT (Blue), PT (Dark Green), Students/Vols (Light Green), Total (Dark Blue), Linear (FT) (Dotted), Linear (Total) (Dashed)

\*Baseline from 2014 FORA Annual Report



# Communications



- *Developing Economic Development (ED) focused branding*
- *Creating new ED oriented website*
- *Curating social media feeds*
- *Expanding weekly FORA newsletter*



# Advancing Projects



# Opportunities



- *Building Relationships*
- *Responding to business / site selection inquiries*
  - *Relocating/expanding businesses*
  - *Development Opportunities*
  - *Coordination / Partnerships*

# Questions?

