



**STAFF REPORT
HOLLISTER CITY COUNCIL
MEETING DATE: May 19, 2025
REPORT # City Clerk-2025-34**

AGENDA ITEM: CONSIDER, DISCUSS, AND PROVIDE DIRECTION REGARDING CREATING A BUSINESS ADVISORY COMMISSION

DEPARTMENT: City Clerk

DEPARTMENT HEAD: Jennifer Woodworth, City Clerk

STAFF CONTACT: Daisy Caceres, Deputy City Clerk

RECOMMENDED ACTION: Provide direction to staff on which approach to take for developing a Business Advisory Commission (BAC), including any requirements for membership roles and responsibilities.

DISCUSSION: The City Council directed staff to bring back information regarding the potential formation of a Business Advisory Commission. Consistent with practices of neighboring jurisdictions, suggested membership qualifications and meeting requirements include the following:

Meeting Frequency: Commission to meet on a quarterly basis

Composition: Commission to be composed of five (5) members, all of whom must be owners of a brick-and-mortar business within the city. At least one (1) member is recommended to be a downtown business owner.

Membership requirements can potentially be based on the business sector, such as requiring a retail and/or restaurant business owner.

Mission and Purpose:

- Enhance communication with, increase opportunities for, improve the economic viability of, and enrich the overall business climate for businesses within the City of Hollister.
- Make recommendations to the City Council on any matter that will enhance the capability of Hollister businesses to succeed, such as the formulation of policies or procedures that may affect their management, operation, or financial stability
- Promote the positive impact local businesses have throughout Hollister, including the contribution local businesses make to strengthening the city's fiscal resiliency.

Staff Support: The City Manager's office will provide administrative support to the commission and the Hollister Downtown Association Executive Director will attend and provide staff support at the meetings.

FISCAL IMPACT: The cost of staff time to attend and staff the meetings.

PREVIOUS COUNCIL OR COMMISSION ACTION: At the March 17, 2025 City Council meeting, the Council directed staff to return with additional information regarding the potential creation of a downtown advisory body that can help the City respond to community and business needs.

CEQA: N/A

ATTACHMENTS: N/A