



November 2, 2010

Mr. Jeff Smith, Chairman  
Humboldt County Planning Commission  
Community Development Services Department  
3015 H Street  
Eureka, CA 95501

**RE: GENERAL PLAN UPDATE – ECONOMIC DEVELOPMENT ELEMENT**

Dear Chairman Smith and Members of the Commission:

I am writing on behalf of the Board of Directors of the Greater Eureka Chamber of Commerce regarding the above. At its regular meeting of October 28, 2010, the Board voted to request that the Commission establish an ad hoc advisory committee to review and make recommendations concerning the scope and content of the updated element.

We have reviewed the hearing draft and believe that the source document is out of date in a number of key areas. Many changes and impacts have taken place in the local economy since the draft was prepared and the Board believes that a meaningful update should reflect those developments and that a comprehensive analysis be conducted reflecting current market conditions. The factors that should be considered included but are not limited to the following:

- Updated data from the 2010 census
- Updated labor market statistical information
- Goods movement and infrastructure constraints
- Business/private sector recruitment and retention
- Expanded public private partnership opportunities
- Comparative analysis of constraints of regulatory compliance
- Comparative analysis of constraints associated with zoning change and the permit process

Upon review it appears that some of the data and information that provide the bases for the draft report were prepared as long as 10 years ago. Accordingly, we respectfully request that this critical element be given the time and consideration warranted so that our mutual goals and objective can be better achieved. Should this advisory working group be established, members of the Chamber Board would be pleased to appoint a representative.

Thank you for your attention to this request if you or your staff have any questions or wish to discuss it in greater detail, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "J Warren Hockaday", is written over a circular stamp.

J Warren Hockaday  
President CEO

Cc: Mike Newman, Chair  
Clif Clendenen, Chair – Humboldt County Board of Supervisors  
Members – Humboldt County Board of Supervisors

