



**OPPORTUNITY RESPONSE TEAM  
Business Attraction and Retention Brainstorming Meetings**

The Opportunity Response Team (ORT) was one of the strategies identified in the Cloverdale Economic Development Plan to attract new businesses consistent with Cloverdale’s small-town environment.

ORT was created because a healthy business community is vital to Cloverdale’s future. It offers a framework so the City can work collaboratively with potential and existing businesses to help them establish and maintain viable enterprises while balancing the needs of the general community.

Brainstorming meetings are one function of ORT. The goal of the meetings is to help potential, new, and existing businesses identify the fastest and least expensive way to meet City regulations in order to accomplish their proposals.

**Who qualifies for an ORT brainstorming meeting?** Anyone is welcome to ask for a brainstorming meeting, particularly residents thinking of starting a business here; existing business owners or representatives interested in maintaining or expanding their business; or individuals considering relocating a business to Cloverdale.

**Who represents the City at the meeting(s)?** City staff and consultants make up ORT, and the types of issues faced by the potential business determine who attends the meeting. ORT is made up of the City Manager, the Economic Development Consultant, Planning Department staff, the City Engineer, the Housing & Redevelopment Project Manager, and the City Attorney. Other City staff participate on an occasional basis.

**Who represents the Business at the meeting(s)?** The business owner or authorized representative, such as a manager, should be in attendance. Any additional attendees are at the discretion of the business owner. Some examples of additional attendees include a realtor, an attorney, an architect, or a project manager.

**How much do the meeting(s) cost?** There is no City charge for the meetings. However, the purpose of the meetings is to discuss conceptual issues in an informal setting. Once a project has reached the stage of developing building plans, etc., the standard costs for reviewing and approving application documents apply.

**What can I expect from a brainstorming meeting?** At the end of the meeting, ORT will have identified a path and the steps necessary to establish your business in the fastest and least costly way. In some cases, the business will only need a business license. In others, the business will need to make a planning application or make use of the City’s permit streamlining procedures (e.g., the Project Review Committee or Private Development Team).

**How do I ask for an ORT meeting?** Anyone on ORT can set up the meeting, but three contacts are:

Name	Position	Phone No.	E-mail Address
<b>Carla Howell</b>	Economic Dev. Consultant	(707) 894-4470	chamberceo@cloverdale.com
<b>Nina Regor</b>	City Manager	(707) 894-1710	nregor@ci.cloverdale.ca.us
<b>Jill Garibaldi</b>	Planning Technician	(707) 894-1726	jgaribaldi@ci.cloverdale.ca.us

**ALL INFORMATION DISCUSSED AT A BRAINSTORMING MEETING REMAINS CONFIDENTIAL!**

(10/14/10)

