



THE CITY OF
NOVATO
CALIFORNIA

MEETING NOTICE AND AGENDA

ECONOMIC DEVELOPMENT ADVISORY

COMMISSION

Thursday, February 27, 2013, 3:00PM – 5:00PM
922 Machin Avenue, Novato 94945
Womack (West) Conference Room, 2nd Floor

A. **Call to Order** – Chairman John Williams

B. Approval of Final Agenda

C. Approval of Meeting Minutes for November 21, 2013

D. Public Comment

(Anyone wishing to speak on non-agenda items will be recognized at this time. These items can legally have no action as they are not on the agenda. There is a three minute time limit.)

E. General Business

(Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

- | | | |
|-------|---------|---|
| E – 1 | ACTION: | Council Request - Input on Reporting from Boards and Commissions |
| E – 2 | UPDATE: | BioScience Report – Chris Stewart on behalf of Rob Eyler |
| E – 3 | ACTION: | Extension of Shop Local Novato – Claire Knoles, Kiosk |
| E – 4 | INTRO: | Bio/Life Campaign – Introduction of Chempetitive Group Consultants
Chris Stewart. ED Manager |
| E – 5 | INTRO: | Remy Gross, VP Business Development, Buck Institute – C. Stewart |
| E – 6 | ACTION: | Measure F Funds for Economic Development Programs – C. Stewart |
| E – 7 | UPDATE: | Business/Job Recruitment Activity – Chris Stewart, ED Manager |

F. Committee / Staff Comments

G. Public Comment: (Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

H. Adjournment

AFFIDAVIT OF POSTING

I, Chris Stewart certify that on February 19, 2014, I caused to have posted the above meeting Notice and Agenda on the City of Novato Community Service Boards in City Hall and the Police Department and posted on the City website.



STAFF REPORT

MEETING

DATE: February 20, 2014

TO: City Economic Development Advisory Commission (EDAC)

FROM: Christopher L. Stewart, Economic Development Manager

SUBJECT: Council Request for input on Board and Commission Reporting

75 Rowland Way #200
Novato, CA 94945-3232
(415) 899-8900
FAX (415) 899-8213
www.novato.org

REQUEST

City Council asked the City Clerk to solicit input from all City Boards and Commission on their satisfaction or dissatisfaction with current reporting and communication between the City Council and the EDA Commission.

RECOMMENDATION

The EDA Commission members should discuss this request for input and if there is a general consensus to forward any recommendations for improving reporting and/or communications with City Council, staff should be directed to communicate those recommendations to the City Clerk.

BACKGROUND

My understanding is that the EDA Commission has only communicated its position on specific issues where a majority of the Commission has felt it was appropriate. Thus, historically the EDA Commission has only communicated with Council on an “as needed basis”.

Some Boards and/or Commissions give City Council either verbal or written annual reports on their activities but this has not been the practice of the EDAC. As the Economic Development Manager, I am planning on producing and distributing quarterly and annual e-reports beginning July 1, 2014. The Quarterly and Annual e-reports will highlight all of the items that the EDA Commission reviews and takes action on. These e-reports will be made available to the City Councilmember and general public.

FISCAL IMPACT

A budget for this particular outreach program will be included in the Economic Development Budget for 7-1-2014 to 6-30-2015. I plan on bringing the entire 2014-15 ED budget to the EDA Commission for its review and approval at March or April meeting.



STAFF REPORT

MEETING

DATE: February 20, 2014

TO: City Economic Development Advisory Commission (EDAC)

FROM: Christopher L. Stewart, Economic Development Manager

SUBJECT: Extension of the Shop Local/Novato Campaign through 6-30-14

75 Rowland Way #200
Novato, CA 94945-3232
(415) 899-8900
FAX (415) 899-8213
www.novato.org

REQUEST

Extend the Shop Local/Novato campaign through June 30, 2014 the end of the City's fiscal year 2013-2014.

RECOMMENDATION

The EDA Commission vote to recommend that the ED Manager explore the possibility of securing an additional \$18,000 within the existing 2013-2014 approved City budget to implement the educational component of the Shop Local campaign and continue the Shop Local/Novato out-reach to businesses and consumers through June 30, 2014.

BACKGROUND

In May 2013 the ED Manager proposed implementing the Shop Local Campaign within the approved fiscal year 2012-13 budget. Working with the City Manager's office we identified funding of approximately \$54,000 that we could use to get the program up and operating from June through September 2013. Unfortunately, the balance of un-paid funds in the 2012-13 budget of approximately \$34,000 did not get carried over and included in the 2013-2014 Economic Development Department's budget.

The combined 2012-13 and 2013-14 budget for the Shop Local campaign was \$132,000 and to date we have incurred expenses of \$100,000.

FISCAL 2014-15

After we review the fourth quarter retail sales figures for 2013 we will determine if the program paid for itself and if so we will recommend and include a line-item budget to extend the Shop Local campaign from July 1, 2014 through to June 30, 2015. MuniServices will receive the 2013 4th Q sales tax information from the Franchise Tax Board and present that data to us in April/May of 2014.



STAFF REPORT

MEETING

DATE: February 20, 2014

TO: City Economic Development Advisory Commission (EDAC)

FROM: Christopher L. Stewart, Economic Development Manager

SUBJECT: Proposed Measure F Funds to Advance the City's Economic Growth and path towards Long-term Fiscal Sustainability

75 Rowland Way #200
Novato, CA 94945-3232
(415) 899-8900
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REQUEST

Discuss, identify and recommend allocation of Measure F funds to promote the economic growth and vitality of the City and increase ongoing city revenues.

RECOMMENDATION

Have the EDA Commission discuss and recommend allocation of Measure F funds to attract high paying jobs, growth industries, needed private sector, nonprofit or educational services like retailers who can reduce the City's retail leakage, senior housing and medical services, better educational programs and opportunities to prepare our workforce for the new and growing industry jobs.

Staff's brain storming ideas include: \$350k annually for industry and job recruitment and other private sector recruitment efforts; a revolving fund of \$2 million to help pay the up-front cost of infrastructure that would be paid back to the city over a 3 to 5 year period; a revolving fund of \$5 million to help build or renovate facilities necessary to attract new or retain existing businesses. These funds would also be paid back over a 3 to 5 year period.

BACKGROUND

The City Manager has asked each Department to identify potential uses of Measure F funds to advance and implement the strategic goals that the City Council identified for each department. Attached is a copy of the City Council's Strategic Goals and Objectives for Economic Development.

In Summary they are:

Through the promotion of Novato and our development of programs aimed at the recruitment and retention of high paying jobs, facilitate Novato becoming a key business destination. Facilitate a vibrant and restored downtown and other commercial centers that enhance community spaces, restaurant options, the retail environment, and the City's financial base.

Outcome: The prime business and retail destination in the North Bay with high paying jobs including clean and bio technology sectors, and a down-town and other retail centers bustling with shoppers, event-goers, and employees with a retained small town character and active public spaces.



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THRIVING BUSINESS ENVIRONMENT



Ethical Behavior • Honesty and Integrity • Fiscal Responsibility • Respect for All • Setting and Focusing on Priorities • Excellent Customer Service • Teamwork • Community Involvement • Open Government

Through the promotion of Novato and our development of programs aimed at the recruitment and retention of high paying jobs, facilitate Novato becoming a key business destination. Facilitate a vibrant and restored downtown and other commercial centers that enhance community spaces, restaurant options, the retail environment, and the City's financial base.

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STRATEGIC OBJECTIVES WITH WORK PLAN ITEMS

- A. Create an Economic Development Program.
 - 2. Draft and prepare an Economic Development strategy for Council and the community. (FY 12/13)
 - 3. Create marketing materials and website to promote Novato as a viable business community. (FY 12/13)
 - 4. Develop a business visitation and retention program with a focus on key business sectors. (FY 13/14)
 - 5. Explore and utilize where appropriate tools available to catalyze economic development. (FY 12/13)
 - 6. Explore opportunities to improve the image of the City and pride in our community, for example, by establishing an online store. (FY 13/14)



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THRIVING BUSINESS ENVIRONMENT

STRATEGIC OBJECTIVES WITH WORK PLAN ITEMS (continued)

B. Enhance and improve Downtown.

1. Complete design of Wayfinding program and initiate Phase 1 implementation focused on downtown. (FY 12/13)
2. Master plan the Civic Center area and Sherman Avenue including the Community, Hanen, Scott and Simmons Houses. (FY 13/14)
3. Continue to review and develop additional downtown parking capacity during and after construction of City offices to mitigate any impact of City offices returning downtown. (FY 12/13)



THE CITY OF
NOVATO
CALIFORNIA

MINUTES
ECONOMIC DEVELOPMENT COMMISSION MEETING
Thursday, November 21, 2013 3:00PM to 5:00PM
Womack Conference Room
922 Machin Avenue, Novato, CA 94945

A. CALL TO ORDER

Chairman Williams called the Economic Development Commission meeting to order at 3:00 PM.

In attendance were:

ED Commission Members

Present: John Williams (Chair) Coy Smith, Harry Thomas, Tim Howard, Peter Pelham and David Winton

Staff Present

Chris Stewart and Bob Brown

Guests

Claire Knoles, Kiosk

B. APPROVAL OF FINAL AGENDA

Motion by Commissioner Smith, seconded by Commissioner Thomas to approve the Final Agenda. Approved 5-0

C. APPROVAL OF MINUTES FOR

August 29, 213 Meeting Minutes - Motion by Commissioner Pelham, seconded by Commissioner Thomas to approve both Meeting Minutes. Approved 5-0

D. PUBLIC COMMENT

No public comment.

E. GENERAL BUSINESS

E - 1 North Redwood Corridor Planning Guideline proposals were presented by Bob Brown, Community Development Director

Motion by Commissioner Smith, seconded by Commissioner Thomas to recommend the following changes to the proposed design guidelines:

- 1. That 'NO' residential uses be allowed either horizontally or vertically in the area from Olive avenue to Rush Creek Road and Redwood Blvd. to the railroad tracks on the east.*
- 2. The size of individual stores should be flexible but not exceed 40,000 sf. and commercial uses on second and third floors should be allowed.*

3. Redwood Blvd. should remain a four lane road and the City should do a study on possible improvements to the median; and

4. Design features of the Dairyman's building should be encouraged but not be made mandatory

Approved 5-0

E – 2 Shop Local/Novato Campaign update – Claire Knoles and Julien Barbe with Kiosk gave a verbal and PowerPoint presentation and update on the campaign.

E – 3 Bio/Life Science marketing and recruitment campaign update – Chris Stewart reported that the Selection Committee would be interviewing five firms and selecting one on December 4th.

E – 4 Business/Job Recruitment Activity Update – Chris Stewart gave a brief oral update on the types of companies that were looking at locating or expanding in Novato.

F. COMMISSION / STAFF COMMENTS – No Comments

G. PUBLIC COMMENT

F – 1 No Public comment

H. ADJOURNMENT

Chairman Williams thanked everyone for their participation and input and direction to staff.

Motion to adjourn was made by Commissioner Thomas and Seconded by Commissioner Pelham to adjourn at 5:00 P.M. Approved 5-0