



THE CITY OF
NOVATO
CALIFORNIA

MEETING NOTICE AND AGENDA ECONOMIC DEVELOPMENT ADVISORY COMMISSION

Thursday, January 28, 2016
3:00PM – 4:30PM
922 Machin Avenue, Novato 94945
Baget Conference Room, 2nd Floor

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

B. Approval of Final Agenda

C. Approval of Meeting Minutes for November 5, 2015

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.)

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|-------|---------|--|
| E – 1 | INTRO: | Newly elected Councilmember Pam Drew – John Williams |
| E – 2 | REPORT: | Update on NBLSA Business Plan – Chris Stewart & Claire Knoles, Kiosk |
| E – 3 | REPORT: | Economic Forecast for Marin County & Novato – Rob Eyler |
| E – 4 | ACTION: | Distribution of 2015/16 Annual Highlight Report and engagement of Public Relations firm Gary Tobin – Chris Stewart |
| E – 5 | REPORT: | Marketing & Business Recruitment update: Ultragenyx, BioMarin etc. – Chris Stewart |

F. Commission / 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 January 20, 2016 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.



THE CITY OF
NOVATO
CALIFORNIA

MINUTES
ECONOMIC DEVELOPMENT COMMISSION MEETING
Thursday, November 5, 2015 3:00PM to 5:00PM
Baget Conference Rooms, 2nd Fl.
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:

Commissioners Present

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

Commissioners Absent

Coy Smith & Nanda Schorske

Staff Present

Chris Stewart

Public

None

B. APPROVAL OF FINAL AGENDA

*Motion by Commissioner Thomas, seconded by Commissioner Pelham to approve the Final Agenda.
Approved 4-0*

C. APPROVAL OF MINUTES FOR

*April 30, 2015 Meeting Minutes – Motion by Commissioner Pelham, seconded by Commissioner Thomas to approve minutes as written.
Approved 4-0*

D. PUBLIC COMMENT

No public comment.

E. GENERAL BUSINESS

E - 1 ACTION: Resolutions of Appreciations for Councilmembers MacLeamy and Kellner
*Motion by Commissioner Pelham, seconded by Commissioner Winton,
Approved 4-0*

E - 2 REPORT: Update on NBLSA – Chris Stewart and Claire Knoles

E - 3 ACTION: Approval of 2014-2015 Annual Highlights Report – Chris Stewart
Motion by Commissioner Thomas, seconded by Commissioner Pelham to receive

and approve 2014-2015 Annual Report Highlights.

Approved 4-0

E – 4 ACTION: Introduction of Steve Lockett and recommendation to increase MEF’s annual contribution from \$.15 per resident to \$.20 per resident.
Motion by Commissioner Thomas, Seconded by Commissioner Pelham.
Approved 4 - 0

E – 5 REPORT: Marketing & Business recruitment update: Fireman’s Fund Wood Hollow, etc. –
Chris Stewart

F. COMMISSION / STAFF COMMENTS – *No Comments*

G. PUBLIC COMMENT – *None*

H. ADJOURNMENT

Chairman Williams thanked everyone for their participation and input.

Motion to adjourn was made by Commissioner Pelham and Seconded by Commissioner Winton to adjourn at 5:00 P.M. Approved 4-0

Christopher L. Stewart
Economic Development Manager
City of Novato
922 Machin Ave.
Novato, CA 94945

December 30, 2015

Chris:

From our conversations, I have the impression that the City of Novato/The Economic Development Advisory Commission recognizes the need for a public relations outreach program that clearly communicates the importance of the bio-medical industry to the economic vitality of the region and of Novato in particular. A plan of this nature should be collaborative, calling attention to the community benefit and successes to date as well as the importance of continuity of effort and outreach.

The strategy proposed in this document is designed to build awareness, to communicate community benefits and to gain support from/with your key external/internal audiences.

I also note a story in today's Marin IJ which discusses the Novato City Council's pledge to be create a better communications atmosphere between the city and the community. All communications outreach in this program will be filtered through that lens.

As we discussed, there is a window of opportunity, which for purposes of this proposal leads to the June 16 "day" that has been scheduled in conjunction with the 2016 BIO International Convention. From a timing perspective, the next six months are crucial to creating a higher level of recognition and to communicating to the community the economic benefits of the existing and expanding medical research presence in Novato. As a first step, a steady flow of press outreach (releases, OpEds and interviews) is the "blocking and tackling" of a successful/impactful program that will make Novato an increasing presence in the discussion and a city seen as a leader in the County and within the North Bay Region.

It is from this knowledge base that I propose a moderate resource commitment program that will allow you to raise Novato's (and the North Bay's) visibility in the Bay Area "discussion." The plan is proactive but recognizes the existing resource limitations and the need to work with your office, the Novato Economic Development Advisory Commission, Kiosk and the already resident companies.

While building awareness generally requires a heavier upfront use of resources, this approach concentrates on continuity to build external recognition and requires limited but focused use of my services. Following is a near term plan of activities/tactics to raise awareness and recognition of your efforts.

Here are the recommendations:

- Creation/inclusion/adaptation of core messages for all external communications
- Creation of a specific media list which will include but not be limited to specific contacts at:
 - North Bay Biz magazine, North Bay Business Journal, SF Business Times, KQED FM, Marin Independent Journal, Novato Advance, Santa Rosa Press Democrat, Petaluma Argus Courier, Pacific Sun/Bohemian,

- Relevant real estate publications, selected academic, bio-pharm/medical and associated publications
- News release program (at least one per month), starting in January and leading up to June event; topics TBD
- Proactive/reactive media relations/interview opportunities/pitches to reporters and columnists (such as Bill Meagher of the NB Biz magazine, Jim Wood of Marin Magazine and Dick Spotswood of the Marin IJ)
- Writing/editing of potential OpEd pieces for the Marin IJ and other publications
- Outreach to relevant conferences, trade exhibitions for speaker participation (bio-medical, real estate, chambers of commerce)
 - Coordination of activities with key constituencies and “partners” as well as your existing marketing agency, Kiosk
 - Collaboration with key influencers, such as Dr. Robert Eyles and the Buck Institute
 - Exploration of coordinated activities with local academic institutions (high schools, community colleges, private and public universities)
 - Conversations with other community organizations (Marin Community Foundation (Dr. Thomas Peters), North Bay Leadership Council (Cynthia Murray))
- Coordination with other Novato outreach efforts, including potential editorial board meetings
- In-person meetings with the Novato Economic Development Commission on a TBD basis
- Coordination with relevant offices of “elected” (Marc Levine, Jared Huffman, Gavin Newsom, Board of Supervisors, City Council) to solidify the public/private relationship/benefit profile
- Coordination with PR departments of current relevant companies, including BioMarin, Raptor Pharmaceuticals and Ultragenyx
- Case studies with existing resident companies about the attraction of Novato and the region

These tactics, as a group or as individual endeavors, should provide a sound basis for accomplishing near term visibility and for determining a longer term communications strategy. The activities proposed provide the basic “blocking and tackling” required to establish a presence and to create a dialogue with external audiences that you want and need to reach.

The preceding is a “menu” approach which identifies a broad range of initiatives and requires prioritization based on resource commitment and relative importance to the objectives. It is designed to provide a set of tools and activities that can be implemented over a 6-12 month timetable.

If there is general agreement, implementation priorities can be quickly developed. In that regard, my billing rate ranges from \$150 to \$250 per hour for normal (non-crisis) activities. For this project, I propose a billing rate of \$175 per hour which I would reduce to \$160 per hour in exchange for a 90-day commitment and further reduce to \$150 per hour for a six-month or longer commitment. I estimate that a reasonable approach, which would produce articles, interviews and increased visibility, would require 10-15 hours per month over a six-to-nine month period

If this proposal is acceptable, I can begin working with you on January 4, 2016.

I bill in half-hour increments and provide summary invoices that track individual projects and time expended. I do not charge for travel time in the Bay Area and all out-of-pocket expenses require prior approval. Any approved third-party expenses are billed at cost (no markup). I do not bill for faxing, postage, copying or any “in the course of business” administrative tasks

For new clients, I normally require payment in advance for the first month. However, I will waive that requirement in this instance. I also normally do not accept assignments for less than 90 days in duration. I will also waive that stipulation. Finally, my normal practice is to require a 45-day “cancellation” notice for retainers or projects. In this instance, I will reduce the cancellation period to 15 days.

I am available to meet and to further discuss this proposal. I look forward to working with you and the Commission. Please let me know how you would like to proceed.

Gary Tobin
Principal
TOBIN & Associates

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