



THE CITY OF  
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CALIFORNIA

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Josh Fryday  
Councilmembers  
Pam Drew  
Pat Eklund  
Eric Lucan

City Manager  
Regan M. Candelario

## ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEETING

to be held at

City Administrative Offices  
WOMACK CONFERENCE ROOM, 2<sup>ND</sup> FLOOR  
922 MACHIN AVENUE

October 26, 2017  
3:00pm

### Commissioners:

**Chair:** Peter Pelham; **Vice Chair:** David Winton  
John Williams; Coy Smith; Rodrigo Silveira  
Ex-Officio Members: Timothy Howard and Sylvia Barry

## AGENDA

### A. Call to Order & Roll Call

### B. Approval of Final Agenda

### C. Approval of Meeting Minutes for September 28, 2017

### D. PUBLIC COMMENTS

*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 limit.*

### E. GENERAL BUSINESS

1. Planning Update – Steve Marshall, Planning Manager
2. Community Profile Data – Jessica Deakyne, Management Analyst

### F. Commission Comments

### G. Staff Updates

### H. ADJOURNMENT

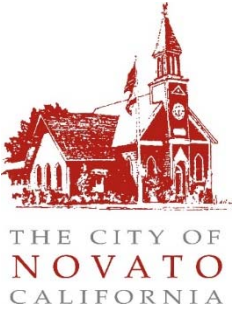
#### AFFIDAVIT OF POSTING

I, Jessica Deakyne, certify that on October 19, 2017, I caused to be posted the agenda of the Economic Development Advisory Commission on the City Community Service Board in the Police Department and on the City's website at [www.novato.org](http://www.novato.org).

**DRAFT MINUTES  
ECONOMIC DEVELOPMENT COMMISSION MEETING**

**Thursday, September 28, 2017  
3:00PM**

**City Hall - 922 Machin Avenue, Novato  
Womack Conference Room, 2<sup>nd</sup> Fl.**



**A. CALL TO ORDER/ROLL CALL**

Vice Chair Pelham called the Economic Development Commission meeting to order at 3:03pm.

Commissioners Present

Present: Peter Pelham (Vice Chair), Rodrigo Silveira, John Williams, Coy Smith, David Winton, Sylvia Barry (Ex-officio)

Commissioners Absent

Tim Howard (Ex-officio)

Staff Present

Assistant City Manager Peggy Flynn, Senior Management Analyst Jessica Deakyne, Management Analyst Sherin Olivero

Public

Councilmember Pam Drew, Hutch Turner

**B. APPROVAL OF FINAL AGENDA**

**MOTION TO APPROVE THE FINAL AGENDA**

**M/S/C SMITH/WILLIAMS      AYES: 5      NAYS: 0  
ABSENT: 0**

**C. APPROVAL OF MEETING MINUTES FOR JULY 27, 2017**

**MOTION TO APPROVE THE MINUTES FROM JULY 27, 2017**

**M/S/C WILLIAMS/SMITH      AYES: 3      NAYS: 0  
ABSENT: 0  
ABSTAIN: PELHAM/SILVEIRA**

**D. PUBLIC COMMENT**

There was no public comment.

**E. GENERAL BUSINESS**

E – 1    INFORMATION: Welcome New Commissioner, Rodrigo Silveira  
Commissioner Silveira gave us a brief history of his background and the Commission welcomed him.

E – 2    ACTION: Election of Chair & Vice Chair

**MOTION TO APPOINT PETER PELHAM AS CHAIR OF THE EDAC**

**M/S/C WILLIAMS/SMITH      AYES: 5      NAYS: 0  
ABSENT: 0**

**MOTION TO APPOINT DAVID WINTON AS VICE CHAIR OF THE EDAC  
M/S/C PELHAM/WILLIAMS AYES: 5 NAYS: 0  
ABSENT: 0**

E – 3 ACTION: Designation of Ex-Officio Role

**MOTION TO APPOINT SYLVIA BARRY AS EX-OFFICIO OF THE EDAC  
M/S/C PELHAM/WILLIAMS AYES: 4 NAYS: 0  
ABSENT: 0**

E – 4 INFORMATION: Business Outreach Pilot Program Update

Jessica provided an overview of this program and an update on the first two business visits with Orangetheory Fitness and Copperfield’s Books. Jessica will be reaching out to Commissioners to schedule future visits/dates.

E – 5 INFORMATION: Business Appreciation Letter

Jessica provided an update on the business appreciation letter and received feedback from the Commission on the contact info included for Economic Development.

**F. COMMISSION COMMENTS**

- a. Commissioner Silveira informally spoke to people after he became Commissioner and provided feedback he’d received. He also noted that Shop Local site should include legal and real estate contacts.
- b. Commissioner Smith asked how the Commission can request updates on planning applications and staff assured the Commission that either Bob Brown, Community Development Director or Steve Marshall, Planning Manager would provide updates at every EDAC. He also mentioned that the new owners of the old Pini building on Grant are looking forward to being community partners.
- c. Commissioner Pelham asked for an update on when the EDAC resolution would be going to Council for review. Staff noted that the City Council will be voting on the revised resolution on October 24, 2017.
- d. Ex-Officio Commissioner Barry requested an update on the Economic Development portion of the General Plan. Staff committed to inviting Bob Brown to provide an update at a future meeting. She also mentioned that SMART fares can be paid pre-tax and that Sonoma County has a great article on the SMART site entitled “What to Do in Sonoma County”.

**G. STAFF UPDATE**

- a. Jessica recommended that EDAC move their November meeting to the 5<sup>th</sup> Thursday - November 30, 2017. The Commission will be dark for December.
- b. Peggy provided an update on her installation on Marin Economic Forum and getting fully staffed in the Economic Development Department. She also provided a brief update on planning projects in the City including North Bay Children’s Center, Hanna Ranch, Hamilton Hospital and the Downtown Depot Building.

**H. ADJOURNMENT**

**M/S/C WILLIAMS /SILVEIRA AYES: 5 NAYS: 0  
ABSENT: 0**

Vice Chair Pelham adjourned the meeting at 4:23PM.