



ECONOMIC DEVELOPMENT ADVISORY COMMISSION

October 25, 2018 - 3:00pm

Commissioners:

Chair: Rick Wells; **Vice Chair:** Anne Russell
John Williams; Coy Smith; Harry Thomas; Peter Pelham;
Michelle Mahoney, Ex-Officio Member: Sylvia Barry

MINUTES

A. Call to Order & Roll Call

Chair Wells called the meeting to order at 3:03 pm

Commissioners Present: Anne Russell, Michelle Mahoney, Rick Wells, Peter Pelham, Coy Smith, Harry Thomas, John Williams, Sylvia Barry, Ex-Officio

Staff: Jessica Deakyne, Peggy Flynn, Maggie Rufo, Scott Ward

Presenters: Casey Mazzoni, Marin Builders Association

Members of the Public: Councilmembers Pat Eklund & Denise Athas

B. Motion to Approve Final Agenda

M/S/C Thomas/Smith

Ayes: 7 Nays: 0 Absent: 0

C. Approval of Meeting Minutes of August 22, 2018

M/S/C Thomas/Pelham

Ayes: 7 Nays: 0 Absent: 0

D. Approval of Meeting Minutes of September 27, 2018

M/S/C Pelham/Williams

Ayes: 7 Nays: 0 Absent: 0

E. PUBLIC COMMENTS

Hamilton Base Reuse Director, Scott Hamilton, provided an update on the City-owned properties at Hamilton. The current RFP for the Commissary site went out in May and closed in August, four responses were received and all were residential proposals. Three responses include purchase of the land, the fourth is to lease the property for 50 years for workforce housing proposal and affordable housing, with preference to government employees. That is the best economic value for the City. It would make the City a development partner with EAH A public Open House was held at the Hamilton Community Center on October 13 for the proposals to be reviewed and approximately 50 people attended. The four proposers will present to Council at the October 30 meeting, then Council will go into closed session to discuss an exclusive right to negotiate with the selected developer.

F. GENERAL BUSINESS

1. Customer Satisfaction Survey Assessment Presentation by Casey Mazzoni, Marin Builders Association, and Chair Rick Wells

Casey Mazzoni is the Legislative Analyst for Marin Builders Association (MBA). MBA created a Customer Satisfaction Survey, with direction from the MBA Board and piloted it with the City of San Rafael. City resale reports reveal that there is a great amount of unpermitted work that occurs in Marin County, an estimated 40-70%. There are safety issues in addition to the millions of dollars of unpaid fees to municipalities. When people get permits and play by the rules, it levels the playing field for contractors, and reduces inconsistencies.

The survey was sent to 1400 contractors, homeowners, property owners, builders, trades, developers, etc., who were customers within the past six months. Approximately 200 surveys were completed and sent back. This type of survey is typically used in the private sector and can be assessed year after year to see how they are doing.

Focus groups were also formed with homeowners, and contractors. An intern also was stationed at San Rafael City Hall with a clipboard to administer in-person surveys.

Feedback shows simple things a city can implement quickly. Other things are long term.

One of the project's goals is for customers look at counter staff as allies not obstacles. Also, looking at different departments within a city to see where the hold ups are and evaluate communication between departments. MBA believes they now have a survey model that can be used to evaluate other jurisdiction's customer satisfaction.

2. Designation of Ex-Officio Role – Commission

Former Ex-Officio Tim Howard has indicated he wants to continue on the commission. The commission discussed Tim's value to the commission as well as two other applicants who are interested in an ex-officio role.

Motion to reconfirm with Tim Howard and vote him in as ex-officio at the next meeting.

M/S/C Pelham/Williams

Ayes: 7 Nays: 0 Absent: 0

G. Commissioner Comments

Commissioner Mahoney brought up current negativity concerning parklets and other issues in the city that put the city in a negative light and asked how commissioners can respond to such comments to help represent the city in a good light. Commissioners agree that talking with people in person is more effective than social media interactions.

Regarding a question from Ex-Officio Barry about the best way to share city information on social media, staff advised to do so by sharing official City of Novato social media posts to ensure consistent and accurate information is disseminated.

Commissioner Williams asked if there is a firm date for the First and Grant project. The project goes to the Planning Commission for a final vote, on 11/5.

Commissioner Pelham inquired about Fireman's Fund. Peggy Flynn explained the property is in receivership now. There is interest in the site, which is 65 acres, and along a transit corridor. The City would like to see the property have the highest and best use dictated by the market.

Commissioner Pelham also asked about the Birkenstock site. Nothing to report at this time.

Commissioner Pelham then asked about The Square Shopping Center. Staff has had preliminary conversation with one interested person, but nothing of consequence to report.

H. Staff Updates

10/30 Council Meeting will include the DNBA BID Process, and the RFPs for the Hamilton Commissary parcel. The Council Meeting of 11/3 includes the DBID public hearing.

New Business License software from HDL had a soft launch on 10/8, and is going well. Staff is working on communications plan for renewals.

Update on the Downtown Depot: the city is working with proposers and the workshop date will be announced soon.

Discussion of November & December EDAC meetings: the next scheduled is 11/22, which is Thanksgiving. The commission agreed to meet on November 29 instead.

The December meeting will be cancelled.

I. ADJOURNMENT

M/S/C Smith/Williams

Ayes: 7 Nays: 0 Absent: 0

Meeting Adjourned at 4:15pm

Next Meeting: November 29, 2018