



CITY OF NOVATO
ECONOMIC DEVELOPMENT

Economic Development Advisory Commission Meeting

Agenda

CITY ADMINISTRATIVE OFFICE
922 MACHIN AVE, WOMACK CONFERENCE ROOM
NOVATO, CA 94945

Thursday, February 27, 2020 - 3:00 PM

Economic Development Advisory Commission

Chair

Anne Russell

Vice Chair

Michelle Mahoney

Commissioners

Peter Pelham

Harry Thomas

Rick Wells

John Williams

Coy Smith

Sylvia Barry, Ex-Officio

Miriam Hope Karell, Ex-Officio

Staff Liaison

Vicki Parker

Community Development Director

The Economic Development Advisory Commission welcomes you to attend its meeting. Your interest is encouraged and appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison at (415) 899-8900. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help insure accessibility to this meeting.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

All members of the public wishing to address the Economic Development Advisory Commission are welcome. There is a three-minute time limit to speak although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield his or her time to another speaker.

For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken.

D. CONSENT ITEMS

D.1 Approve Minutes of December 12, 2019

E. UNFINISHED AND OTHER BUSINESS - None

F. GENERAL BUSINESS

F.1 Development Update

F.2 Consider recommending City Council approval of Tenant Improvement Grant Program

F.3 Ex-Officio Appointment

F.4 EDAC/Finance Committee Joint Meeting Frequency and Schedule

H. COMMISSION/COMMITTEE AND LIAISON REPORTS

H.1 Commissioner Comments

H.2 Staff Updates, including:

1. Potential Revenue Generation Options
2. Minimum Wage
3. Short Term Rental Update
4. Census 2020

I. ADJOURNMENT

If urgent matters arise after the publication of the regular agenda, there will be an addendum. It will be posted at the referenced locations mentioned in the Affidavit of Posting 24 hours before the meeting.

Materials submitted to members after the distribution of the agenda packet are available for public inspection at 922 Machin Avenue during normal business hours and at the meeting. Such materials shall also be made available on the City of Novato website at novato.org when practical and provided that City staff is able to post those documents prior to the meeting. When staff or members of the Commission distribute non-confidential written materials during a public meeting, copies shall be made available to members of the public following that meeting.

AFFIDAVIT OF POSTING

I, Maggie Rufo, certify that on the Thursday before the Economic Development Advisory Commission meeting of February 27, 2020, the agenda was posted on the City Community Service Board at the Police Department and on the City's website at novato.org in Novato, California.

/Maggie Rufo /

Maggie Rufo, Senior Office Assistant



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CITY OF NOVATO
CALIFORNIA

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION
SPECIAL MEETING**

DECEMBER 12, 2019 - 3:00pm

MINUTES

A. CALL TO ORDER & ROLL CALL

Chair Russell called the meeting to order at 3:10 pm

COMMISSIONERS PRESENT: Chair Anne Russell, Harry Thomas, John Williams, Ex-Officio Sylvia Barry, Coy Smith

COMMISSIONERS ABSENT: Rick Wells, Michelle Mahoney, Peter Pelham, Ex-Officio Miriam Karell

STAFF: Public Works Director Chris Blunk, Interim Finance Director David Bentley, Laura McDowell, Maggie Rufo

MEMBERS OF THE PUBLIC: None

B. APPROVAL OF FINAL AGENDA

M/S/C
Thomas/Williams

Ayes: 4 Nays: 0 Absent: 3

C. APPROVAL OF MINUTES OF OCTOBER 24, 2019

M/S/C
Thomas/Williams

Ayes: 4 Nays: 0 Absent: 3

D. PUBLIC COMMENTS

NONE

E. GENERAL BUSINESS

1. Update on Restriping of Parking – Chris Blunk, Public Works Director

This item was rescheduled to a future meeting.

2. Depot Lot Update – Laura McDowell

A ribbon-cutting event is scheduled for December 14 at the Downtown Train Station for the arrival of the first SMART train stopping there. The commission viewed a hand-out showing the “wrap” that has been placed on the fence at the depot.

3. Tenant Improvement (TI) Grant Program – Laura McDowall

Laura reviewed the TI grant program document with the commission, which includes edits from the Community Development Director. The grant will remain focused on the downtown area with a focus on long-term improvements to actual buildings.

The amounts granted will be based on applications received and will be approved by City Administration. It was suggested that this information should be part of the document. Also, recommendation to simplify the document and application.

Under program goals add “and/or” to enhance the appearance of retail corridors and /or historical.

Discussion of the reimbursement aspect of the grant program – some small businesses might not have the money up front to do their work.

Review the document again in January 2020. The program should start before the next fiscal year (July 2020) begins.

Staff will work with the communications team to get the word out to downtown businesses, as well as DNBA, Chamber of Commerce, and our mailing list of businesses.

4. Annual Report – Laura McDowall

Commissioners reviewed the list and staff asked to be notified if they see anything missing.

Commissioner Thomas would like to know the results of the building survey that was completed.

Items coming up next year include:

Business visitation program, an update of the new business welcome letter, Shop Local program update, cannabis, parklets, short-term rentals.

January 23, 2020 regular meeting is joint meeting with the Novato Citizens Finance Advisory / Oversight Committee. Topics long-term financial sustainability, and a ballot measure called Schools and Communities First.

F. COMMISSIONER COMMENTS

Commissioners stated that some businesses in Novato are moving away from sponsorships and participation in events citing the accelerated minimum wage increase.

G. STAFF UPDATES

City office closure 12/23/2019 – 1/5/2020

Final workshop with SBDC on 1/29 for Social Media Marketing.

Defer parking discussion to January.

M/S/C

Smith/Thomas

Ayes: 4 Nays: 0 Absent: 3

Staff advised that the City is required to produce a minimum wage notice that is downloadable. The document is now available at novato.org/minimumwage. The first increase is effective 1/1/20, in line with the state, and the Novato accelerated increase starts 7/1/2020.

H. ADJOURNMENT

M/S/C

Williams/Smith

Ayes: 4 Nays: 0 Absent: 3

Meeting Adjourned at 3:55pm

Next Meeting: January 23, 2020

DOWNTOWN BUSINESS/PROPERTY IMPROVEMENT PROGRAM

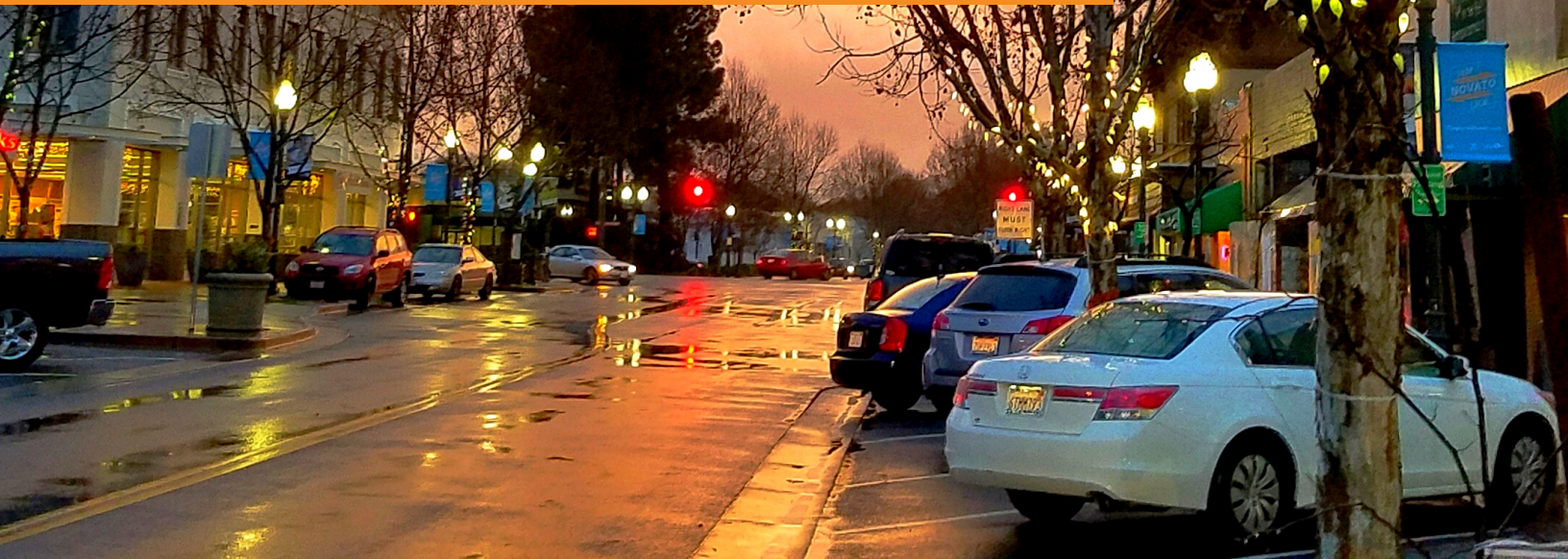


Photo by Novato resident Sylvia Barry

CITY OF NOVATO

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(415) 899-8904



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City of Novato

Downtown Business/Property Improvement Program

PROGRAM DESCRIPTION

The **Downtown Business Property Improvement Program (IP)** is designed to support private investment in our downtown properties in order to preserve them for commercial uses, especially retail. The goal is to encourage economic development and enhance the physical appearance and commercial viability of downtown businesses.

The IP is an incentive program that offers property and business owners matching grant reimbursements for improvements to the façades, access, interiors and infrastructure of commercial buildings in Novato.

Funds are limited and the program can end at any time.

PROGRAM GOALS

Grants will be awarded to projects that City of Novato Economic Development staff determines best fulfill the following goals:

- Support the City's broader economic development goals as approved by the City Council
- Enhance the appearance of retail corridors and/or preserve/restore valuable historical features
- Add long-term value to the property upon which the improvements are constructed
- Contribute to the viability of Downtown

ELIGIBLE PROJECT EXPENSES

IP project work may include the following:

- Landscaping
- Exterior lighting
- Awnings/canopies
- Windows, doors, and safety grilles
- Restoration of historical façade features
- Demolition and shell reconstruction
- Restoration of interior historical features
- Mechanical, electrical, plumbing, sprinklers, and HVAC upgrades
- Hazardous materials abatement (e.g. asbestos removal)
- Compliance with the Americans with Disability Act (ADA)

Permit fees are eligible to be reimbursed with IP grant funds.

All proposed projects must comply with City of Novato design standards to be eligible for participation in the IP program. The City may require additional or changed work by the applicant to align projects with these standards. Please contact City planning staff in order to determine which standards apply.



PROGRAM FUNDING GUIDELINES

Program funds are distributed as matching grant reimbursements. The City will consider and may award matching grants of up to 50% of the eligible costs actually expended by the applicant. Grant funds are paid only as a reimbursement and are paid only upon completion of construction and issuance of a certificate of occupancy. Prior to the disbursement of grant funds, the Applicant must provide proof that the contractor has been paid in full and all Program Requirements of the IP have been met. The City reserves the right to approve, partially fund or reject any application for funding at its sole discretion.

PROGRAM REQUIREMENTS

The following Program Requirements must be met to participate in the IP:

1. Applicant properties must be located within Downtown Novato, as shown on Attachment 1: Downtown Novato Applicable Area;
2. Applicant properties must have no pending code violations;
3. All applicants who are not property owners must provide a letter from the property owner stating (1) their knowledge of the applicant's intent to participate in the program and (2) their consent for the improvements to the property;
4. All projects must comply with City design standards and be approved by City staff. After the IP application is submitted, no design changes can be made without prior approval of the appropriate review authority or City Staff if no land use review is required;
5. All contractors hired by IP grantees are required to be licensed contractors. The grantee (or their contractor) will also be required to show proof of minimum insurance requirements, including listing the City as an additional insured with certificates and endorsements in a form acceptable to the City;
6. Applicants must ensure that all required permits are obtained;
7. Grantees will be required to continuously maintain, at their expense, the improvements made as a result of their IP participation for the duration of their tenancy/ ownership of the premises.

PROGRAM PROCEDURES

The standard procedures for the IP are as follows:

1. Applicants complete an application. Applications require:
 - (a) A scope of work and budget that lists all reimbursable work to be completed with itemized costs and a copy of an executed or proposed construction contract with the contractor performing the work for which reimbursement will be sought;
 - (b) Proof that all contractors and subcontractors performing work on the project are licensed contractors eligible to work in the City of Novato;



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- (c) Maintenance standards and schedule which demonstrate Grantee and Owner's responsibility to maintain all improvements funded by the program;
 - (d) Proof of Commercial General Liability, Automobile Liability, Worker's Compensation, and, if applicable, Professional Liability insurance for the business of the applicant and any contractors proposed to be performing work.
2. City staff screens the application to determine that all the necessary information has been provided. City staff then checks records to confirm that the property is in an eligible project area and that there are no pending code violations.
 3. City staff meets with the applicant to discuss the improvements desired and to reach a consensus on budget.
 4. Applicant will submit a design proposal for the project. Design proposals must include construction details, specifications for materials and hardware and specific colors and finishes. Additional information may be required to obtain building and any other required permits, all of which are the responsibility of the applicant.
 5. City staff will arrange a second meeting with the applicant and applicant design team to finalize and agree upon the scope of the improvements. Staff will then determine the applicable review authority and process. Applicant is responsible for the cost of processing necessary approvals.
 6. If City staff determines that the project is in a location or contains an element that requires a discretionary permit from the City, including but not limited to, Design Review, Use Permit, etc. the applicant or contractor will need to submit the final plans to the Planning Division for approval prior to a final decision on the IP program grant request.
 7. The City of Novato will review the complete application for approval. Applicants will receive written notice of program participation approval, or denial, including the maximum amount of the grant awarded. The application may be denied without cause, for any reason or no reason whatsoever as determined by the City Manager and/or his or her designee. The City reserves the right to not renew the program with any fiscal year budget, however once program funds have been allocated to a specific project, those funds are ensured to be available to Grantee.
 8. The applicant will execute the construction contract in substantially the form provided in the application submittal materials detail in #1a above. Applicant will coordinate construction activities with the hired contractor. City staff will not manage construction. The applicant will have 30 days from the date the City approves the IP application to authorize the contractor to begin work. If the grantee has not authorized the contractor to begin construction within 30 days, the City has the right to terminate the grant award and utilize the reserved funds for other applicants who are ready to proceed.
 9. Grantees and their contractors must obtain all appropriate permits (design review, use permit, building, sign, mechanical, electrical, plumbing, encroachment, etc.) in accordance with the City's Municipal Code prior to construction. Grantees will be responsible for permit fees, however those permit fees are eligible to be reimbursed with IP grant funds.
 10. The City of Novato or its designee, shall have the right to inspect all work funded under this program. City staff will monitor the work to ensure that it is done according to the agreed upon final design drawings and specifications.



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11. Once the project is complete, the grantee will submit the Downtown Business/Property Improvement Program Request and Certificate for Payment including copies of paid invoices, cashed checks, and related bank statement to account for funds spent on the IP project.
12. Once all work is completed, City staff will conduct a final site visit to view the completed improvements to ensure that the agreed upon design has been executed correctly. No reimbursement funds shall be distributed to applicant until all improvements have been completed to the satisfaction of the inspectors. Reimbursement checks will be issued within 60 days of issuance of a certificate of occupancy or final building permit signoff by the City. Applicants shall provide proof of lien release from all contractors performing work on the project prior to disbursement of funds. Any committed but unused funds will be returned to the IP.
13. Grantee and/or owner will continuously maintain, at their expense, the improvements made as a result of their IP participation while they are a tenant or owner of the premises where the improvements took place.

If you have any questions about this program or a potential project's qualifications, please contact:

City of Novato
Economic Development
econdev@novato.org
(415) 899-8904

