



CITY OF NOVATO
ECONOMIC DEVELOPMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION
TELECONFERENCE MEETING
September 24, 2020 - 4pm**

[Agenda Teleconference Only](#)

**Chair
Anne Russell**

**Vice Chair
Michelle Mahoney**

**Commissioners
Peter Pelham
Coy Smith
Harry Thomas
Rick Wells
John Williams
Sylvia Barry, Ex-Officio
Miriam Hope Karell, Ex-Officio**

**Staff Liaison
Vicki Parker
Community Development &
Economic Development Director**

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, this meeting will be held by teleconference only.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (415) 899-8986. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help ensure accessibility to this meeting.

Public Participation/Comment Instructions

Members of the Public may participate and provide public comments to teleconference meetings as follows:

- **Written public comments** may be submitted by email to vparker@novato.org. Written public comments received more than 3 hours before the start of the meeting will be distributed to the
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Economic Development Advisory Commission. Written public comment received after the three-hour cut-off, including during and after the meeting, will be collected and placed in the public record. Written public comments will not be read during the meeting.

- **Spoken public comments** will be accepted through the Zoom meeting platform and via telephone. To address the Council orally, please read and follow the following instructions carefully:

1. Join the meeting at:

<https://zoom.us/j/95031090247?pwd=d2hhSEISQW5nZ0lnZTlobXBWwFdjQT09>

or

Join at [Zoom.com](https://zoom.com)

Meeting ID: 950 3109 0247

Password: 1960

Should the links above not work, please go to www.novato.org/agendas for updated information

- a. You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you when it is your turn to speak.
 - b. When the Chair calls for public comment on the item on which you wish to speak, please use the “Raise Hand” feature by clicking on the hand icon at the bottom of your screen to notify the Host that you would like to speak.
 - c. The Host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
 - d. When called upon, please limit your remarks to the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.
2. Join the meeting via telephone by calling **(669) 900-6833**.

Meeting ID: 950 3109 0247

Password: 1960

- a. When the Chair calls for public comment on the item on which you wish to speak, **press *9** to activate the “Raise Hand” feature to notify the Host that you would like to speak.
 - b. The Host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
 - c. When called upon, please limit your remarks to the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.
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AGENDA

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 February 27, 2020

D.2 Approve Minutes of May 20, 2020

E. GENERAL BUSINESS

E.1 Update from Vicki Parker, Economic Development Director

F. COMMISSION/COMMITTEE AND LIAISON REPORTS

H.1 Commissioner Comments

G. 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 by Friday at 5:00 p.m., the week before the meeting.

Materials, that are submitted to members of the City Council after the distribution of the agenda packet will 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 non-confidential written materials are distributed to members of the City Council during a public meeting by staff or a member of the City Council, it shall be made available online following that meeting.

AFFIDAVIT OF POSTING

I, Maggie Rufo certify that on September 18, 2020, I caused to be posted the agenda of the of the September 24, 2020 meeting 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.

/Maggie Rufo/
Maggie Rufo, Sr. Office Assistant



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CITY OF NOVATO
ECONOMIC DEVELOPMENT

Economic Development Advisory Commission Meeting

Minutes

FEBRUARY 27, 2020

A. CALL TO ORDER AND ROLL CALL

Meeting called to order at 3pm.

Commissioners Present: Anne Russell, Chair; Michelle Mahoney, Vice Chair; Peter Pelham; Rick Wells; John Williams; Harry Thomas; Coy Smith; Miriam Karell, Ex-Officio (arrived 3:25pm).

Commissioners Absent: Sylvia Barry, Ex-Officio

Staff: Laura McDowall; Vicki Parker

B. APPROVAL OF FINAL AGENDA

M/S/C Wells/Smith Ayes: 7 Nays: 0

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve Minutes of December 12, 2019

M/S/C Williams/Mahoney Ayes: 7 Nays: 0

E. UNFINISHED AND OTHER BUSINESS - None

F. GENERAL BUSINESS

F.1 Development Update

Staff gave an update on current residential and current development projects and responded to questions and comments from the Commission.

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

Staff presented the draft version of the program that will go to Council on March 24, 2020 and received comments and feedback from the Commission.

M/S/C Williams/Thomas

Ayes: 7 Nays: 0

F.3 Ex-Officio Appointment

Ex-Officio Sylvia Barry's position expires 2/28.

Sylvia Barry was nominated to continue in her Ex-Officio position.

M/S/C Pelham/Wells

Ayes: 7 Nays: 0

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

Staff received feedback from the Commission on how frequently the two entities should meet.

The Commission agreed to meet annually with the Novato Citizens Finance/Advisory Committee in March starting in 2021.

H. COMMISSION AND LIAISON REPORTS

H.1 Commissioner Comments

Commissioner Wells provided information on a program that Marin Builders is developing with high school seniors providing an opportunity to train and explore their interests in construction as a career. Director Parker added that the City has offered the Acting Building Official as well as a building inspector to speak to the participants as part of the program.

Commissioners gave positive feedback on the State of the City address by City Manager McGill.

Commissioner Mahoney expressed positive impacts on businesses with the SMART train now stopping Downtown.

Chair Russell asked about the possibility of electric bikes or scooters available for rental at the downtown station, known as "Last mile options." Director Parker noted that staff has been researching possibilities and will provide a follow-up at a future meeting.

Ex-Officio Karell updated the commission on upcoming workshops offered by the Marin Small Business Development Center (SBDC).

H.2 Staff Updates, including:

1. Potential Revenue Generation Options
Director Parker provided a synopsis of the options presented to City Council.
2. Minimum Wage
Staff provided a reminder of the key dates for the minimum wage changes. Information on City website at novato.org/minimumwage.
3. Short Term Rental Update
The City Council approved the start of a process to license/regulate short term rentals. There are currently over 100 in operation with no Municipal Code to regulate. Would also result in TOT (Transit Occupancy Tax) revenues.
4. Census 2020
Staff outlined the importance of Census participation to our community.

I. Adjournment

The meeting adjourned at 4:50pm.



CITY OF NOVATO
ECONOMIC DEVELOPMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION
SPECIAL MEETING MINUTES
MAY 7, 2020
via Teleconference**

MINUTES

A. CALL TO ORDER & ROLL CALL

Meeting called to order at 3pm.

Commissioners Present: Anne Russell, Chair; Michelle Mahoney, Vice Chair; Peter Pelham; Rick Wells; John Williams; Harry Thomas; Coy Smith; Miriam Karell, Ex-Officio

Commissioners Absent: None

Staff Present: Laura McDowall; Vicki Parker; Jessica Deakyne, Maggie Rufo, Assistant City Attorney Veronica Nebb.

B. APPROVAL OF FINAL AGENDA

M/S/C Pelham/Thomas

Ayes: 7 Nays: 0

C. PUBLIC COMMENTS

None

D. GENERAL BUSINESS

Appoint three members to the Novato Small Business Relief Fund Grants Evaluation and Award Subcommittee. The following Commissioners were appointed to the Subcommittee: Rick Wells; Peter Pelham; Harry Thomas.

M/S/C Smith/Mahoney

Ayes: 7 Nays: 0

E. ADJOURNMENT

The meeting adjourned at 3:57pm