



CITY OF NOVATO
CALIFORNIA

AMENDED

ECONOMIC DEVELOPMENT ADVISORY COMMISSION

IN-PERSON MEETING

City Hall

901 Sherman Avenue

Novato, CA 94945

~~922 Machin Avenue~~

~~Novato, CA~~

~~Womack Conference Room—2nd Floor~~

Agenda

September 1, 2022 - 3:00 PM

Chair

John Williams

Vice Chair

Katie Skjerping

Members

Emily Rich

Anne Russell

Coy Smith

Harry Thomas

Rick Wells

Sylvia Barry, Ex-Officio

Miriam Hope Karell, Ex-Officio

Staff Liaison

Jessica Deakyne, Assistant City Manager

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 January 6, 2022

D.2 Approve Minutes of August 4, 2022

E. GENERAL BUSINESS

E.1 Marin County Economic Vitality Strategic Plan Presentation (Michael Blakeley)

E.2 Downtown Novato Business Association Update (Stephanie Koehler)

E.3 Designation of Ex-Officio (Alison Fletcher)

F. COMMISSIONER COMMENTS

G. STAFF UPDATES

H. 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, Monica Castillo, certify that on the Thursday before the Novato Economic Development Advisory Commission of September 1, 2022, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website at www.novato.org.

/Monica Castillo
Senior Office Assistant



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CITY OF NOVATO
CALIFORNIA

ECONOMIC DEVELOPMENT ADVISORY COMMISSION

Draft Minutes

January 6, 2022 - 3:00 PM
MINUTES

A. CALL TO ORDER AND ROLL CALL

Meeting called to order at 3pm.

Commissioners Present:

Harry Thomas, Chair
Anne Russell
Coy Smith
Rick Wells
John Williams (left during meeting)
Sylvia Barry, Ex-officio
Miriam Hope Karell, Ex-officio

Commissioners Absent:

Peter Pelham, Vice Chair

Staff Present:

Vicki Parker, Community & Economic Development Director
Will Morat, Senior Management Analyst, Economic Development
Maggie Rufo

B. APPROVAL OF FINAL AGENDA

M/S/C Russell/Williams

Ayes: 5 Nays: 0 Absent: 1

C. PUBLIC COMMENT

One member of the public provided a comment.

D. CONSENT ITEMS

D.1 Approve Minutes of December 2, 2021

Ayes: 5 Nays: 0 Absent: 1

M/S/C Wells/Thomas

E. GENERAL BUSINESS

E.1 Microbusiness COVID-19 Relief Grant Program – Miriam Hope Karell

Ex-officio Member Miriam Hope Karell, of the Marin Small Business Development Center (SBDC) provided information about the Microbusiness COVID Relief Grant program and outlined an outreach strategy for the City and SBDC collaboration. Waiting for Round 2 to open.

F. COMMISSIONER COMMENTS

Chair Thomas reported on a visit to Ranch Systems, a local business and recipient of the city's Downtown Improvement grant program, which was used to construct façade and building improvements, paint and upgrade their building. Chair Thomas reported they are very happy to be in downtown Novato, especially due to the food and entertainment options afforded to employees being so close to Downtown.

G. STAFF UPDATES

G.1 Housing Element Update

Community & Economic Development Director Vicki Parker provided an update on Novato's Housing Element timeline, and received questions and comments from the commissioners.

G.2 Economic Development Work Plan Update

Will Morat provided an update on the Economic Development Work Plan regarding continued and new priorities. ChooseNovato.com, a website used to market the city businesses, will be getting a refresh and a new marketing strategy will be coming in spring.

H. ADJOURNMENT – 3:55pm

M/S/C Wells/Smith

Ayes: 4 Nays: 0 Absent: 2



CITY OF NOVATO
ECONOMIC DEVELOPMENT

Economic Development Advisory Commission

MINUTES

Thursday, August 4, 2022 – 3:00pm

922 Machin Avenue
Novato, CA
Womack Conference Room – 2nd Floor

Chair
Harry Thomas

Vice Chair
Vacant

Members
Emily Rich
Katie Skjerpig
Anne Russell
Coy Smith
Rick Wells
John Williams

Sylvia Barry, Ex-Officio

Staff Liaison
Jessica Deakyne, Assistant City Manager

A. CALL TO ORDER AND ROLL CALL

Meeting called to order by Chair Thomas at 3:00pm.

Commissioners present: Rich, Skjerpig, Smith, Wells, Williams, Thomas

Commissioners absent: Russell

Staff present: City Manager Adam McGill, Assistant City Manager Jessica Deakyne, Community Development Director Vicki Parker, Code Enforcement Officer Alison Fletcher, Senior Office Assistant Monica Castillo

B. APPROVAL OF FINAL AGENDA

Commission Action: Upon motion by Commissioner Smith and seconded by Commissioner Wells the Commission voted 7-0-1 to approve the final agenda.

Ayes: Rich, Skjerping, Smith, Wells, Williams, Thomas

Noes: None

Absent: Russell

C. PUBLIC COMMENT

Regina Bianucci Russ

Terry Verab

D. CONSENT ITEM

D.1 Approve the meeting minutes of January 6, 2022

Not all members present, therefore cannot approve the minutes for January 6, 2022.

E. GENERAL BUSINESS

E.1 Reorganization of City Administration, Including Economic Development Activities

City Manager Adam McGill spoke about the reorganization of duties related to Economic Development returning to the City Manager's Office, thanked Vicki Parker for managing the department and program since 2019. McGill also introduced Alison Fletcher as the new analyst now helping with programs including cannabis, short-term rentals, and the business improvement grant program and she will report to Will's future replacement. Recruitment is open to replace the Senior/Principal Analyst who will be introduced to the Commission in the next couple of months.

E.2 Nomination and Election of Chair and Vice-Chair (terms run through June 30, 2023)

Commission Action: Upon motion by Chair Thomas and seconded by Commissioner Wells the Commission voted 7-0-1 to appoint Commissioner Williams Chair the new Chair.

Commission Action: Upon motion by Commissioner Smith and seconded by Commissioner Rich the Commission voted 7-0-1 to appoint Commissioner Skjerping the new Vice-Chair.

Ayes: Rich, Skjerping, Smith, Wells, Williams, Thomas

Noes: None

Absent: Russell

F. COMMISSONER COMMENTS

Commissioner Smith gave an update on the Novato Chamber of Commerce events.

Commissioner Skjerping asked for Commission background and the group discussed major issues affecting Economic Development in Novato.

Commissioner Rich suggested a business survey to gather feedback from the community.

Commissioner Smith mentioned the economic vitality plan to recover from COVID-19, which is in its final stages and will be presented to the Board of Supervisors on August 23.

Commission Action: Upon motion by Chair Thomas and seconded by Commissioner Rich the Commission voted 7-0-1 to add the Economic Vitality Strategic Plan for Marin County to the agenda for Thursday, September 1.

G. STAFF UPDATES

Assistant City Manager Deakyne gave an update on Marin County's Model Ordinance that will be brought to Council soon.

Community Development Director Parker mentioned the Ex-Officio position appointments needs to be added to the next agenda.

Community Development Director Parker mentioned the possibility of adopting a reach code, specifically an all-electric code that would apply to new construction as well as reconstruction and gave an update on the housing element.

Meetings will be returning to regular monthly schedule with the possibility of moving to City Hall.

H. ADJOURNMENT

Commissioner John Williams motioned to adjourn. Commissioner Wells seconded. Meeting Adjourned at 4:08 pm.

I HERBY CERTIFY that the foregoing minutes were duly adopted at the Multicultural Advisory Commission meeting of _____.
/ Monica Castillo /
Monica Castillo, Senior Office Assistant.



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