



CITY OF NOVATO
CALIFORNIA

ECONOMIC DEVELOPMENT ADVISORY COMMISSION

IN-PERSON MEETING
922 Machin Avenue
Novato, CA
Womack Conference Room

Agenda

April 6, 2023 - 3:00 PM

Chair

John Williams

Vice Chair

Katie Skjerping

Members

Anne Russell

Coy Smith

Harry Thomas

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 February 2, 2023

E. GENERAL BUSINESS

E.1 Discuss and Take Action on Revised Economic Development Commission Workplan

E.2 Discuss and Provide Direction to Staff on Planning for National Small Business Week

F. COMMISSIONER COMMENTS

F.1 Tourism Update – Coy Smith, Chamber of Commerce

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, Alison Fletcher, certify that on the Monday before the Novato Economic Development Advisory Commission of April 6, 2023, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website at www.novato.org.

/Alison Fletcher/
Management Analyst I



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CITY OF NOVATO CALIFORNIA

Economic Development Advisory Commission

DRAFT MEETING MINUTES

February 2, 2023 – 3:00pm
Council Chambers
901 Sherman Avenue
Novato, CA

Chair
John Williams

Vice Chair
Katie Skjerpig

Members
Emily Rich
Anne Russell
Coy Smith
Harry Thomas

Sylvia Barry, Ex-Officio
Miriam Hope Karell, Ex-Officio

Staff Liaison
Jessica Deakyne, Assistant City Manager

A. CALL TO ORDER AND ROLL CALL

Meeting called to order by Vice Chair Skjerpig at 3:01pm

Commissioners present: Russell, Skjerpig, Smith, Thomas, Ex-Officio Barry, Ex-Officio Karell

Commissioners absent: Rich, Williams

Staff present: Assistant City Manager Jessica Deakyne, Principal Management Analyst Sullina Sanchez, Management Analyst I Alison Fletcher, Senior Office Assistant Monica Castillo

B. APPROVAL OF FINAL AGENDA

Commission Action: Upon motion by Commissioner Russell and seconded by Commissioner Thomas the Commission voted **4-0-2** to approve the final agenda.

AYES: Russell, Skjerpings, Smith, Thomas
NOES: None
ABSENT: Rich, Williams

C. PUBLIC COMMENT

None.

D. CONSENT ITEMS

D.1. Approve the meeting minutes of December 1, 2022

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Russell the Commission voted **4-0-2** to approve the meeting minutes of December 1, 2022.

AYES: Russell, Skjerpings, Smith, Thomas
NOES: None
ABSENT: Rich, Williams

E. GENERAL BUSINESS

E.1. Economic Development Advisory Commission Workplan Discussion

Principal Management Analyst Sullina Sanchez presented the item. The Commissioners discussed the item and provided staff with minor edits.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Russell the Commission voted **4-0-2** to approve the Workplan with minor edits as discussed.

AYES: Russell, Skjerpings, Smith, Thomas
NOES: None
ABSENT: Rich, Williams

E.2. Designation of Ex-Officio

Assistant City Manager Jessica Deakyne presented the item.

Commission Action: Commissioner Russell motioned to re-appoint Miriam Hope Karell as an Ex-Officio member and Commissioner Thomas seconded the motion. Vice Chair Skjerpings suggested a friendly amendment to agendaize receiving a presentation from staff explaining the Ex-Officio appointment process in approximately 6 months (mid-term), to which the maker of the motion agreed. The Commission voted **4-0-2** to re-appoint Miriam Hope Karell as an Ex-Officio member for an additional 2 year term, and to agendaize receiving a presentation from staff explaining the Ex-Officio appointment process in approximately 6 months (mid-term).

AYES: Russell, Skjerpings, Smith, Thomas
NOES: None
ABSENT: Rich, Williams

F. COMMISSIONER COMMENTS

Commissioners reported on new businesses in town and upcoming events, meetings, and workshops.

G. STAFF UPDATES

Assistant City Manager Jessica Deakyne and Management Analyst I Alison Fletcher reported on City business including a Downtown Depot update, Transit Occupancy Tax update, and Current Vacancy Rates for Office, Industrial, and Retail spaces in town.

H. ADJOURNMENT

The meeting adjourned at 4:23pm.

I HEREBY CERTIFY that the foregoing minutes were duly adopted at the Economic Development Advisory Commission meeting of ____.

**/Monica Castillo/
Monica Castillo, Senior Office Assistant**



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OVERVIEW

The Economic Development Advisory Commission (Commission) was established by the Novato City Council to be advisory to the Council and City Staff and to review and recommend programs and policies that will help advance the economic interest and vitality of the City, its residents, and businesses. The mission of the Commission is to support economic vitality and development and make recommendations on: Downtown Revitalization, Business attraction and expanding the commercial, retail and overall economic base of the community.

COMMISSION WORK PLAN

FISCAL YEAR 2022/23

Quarter 4 – April to June 2023

- Establish an Ad Hoc Committee to support City Business Visits to identify 6 businesses to visit and ensure diversity in industry/area/business type and identify specific questions to ask.
- Plan for a small business workshop during National Small Business Week.
- During National Small Business Week, partner with the Marin Small Business Development Center to co-host 1 business-building workshop (April 30 – May 6, 2023).
- Establish an Ad Hoc Committee to support a City Business Survey, to generate survey questions to understand business needs/priorities, to be distributed during the Business License Renewal Process in December 2023.
- Conduct and report out on business visits.

FISCAL YEAR 2023/24

Quarter 1 – July to September 2023

- Co-host a joint meeting with the Novato Finance Advisory Commission.
- Refine City Business Survey and confirm the promotional plan to ensure businesses complete the survey.
- Conduct and report out on business visits.

Quarter 2 – October to December 2023

- Invite the Workforce Alliance of the North Bay to present to the Commission in an effort to build partnerships and share information/resources.
- Conduct and report out on business visits.
- Establish a plan for conducting business visits during calendar year 2024.

Quarter 3 – January to March 2024

- Conduct and promote the City Business Survey.
- Establish an Ad Hoc Committee to conduct a review of the City’s Choose Novato webpage and identify gaps in marketing material, resources, and information, to be provided to City staff.

Quarter 4 – April to June 2024

- Report out on findings generated by City Business Survey.
- During National Small Business Week, partner with the Marin Small Business Development Center to co-host 1 business-building workshop.

DRAFT