



**CITY OF NOVATO**  
**CALIFORNIA**

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

**IN-PERSON MEETING**

**City Hall**  
**901 Sherman Avenue**  
**Novato, CA**

**Agenda**

**June 1, 2023 - 3:00 PM**

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**Chair**

John Williams

**Vice Chair**

Katie Skjerping

**Members**

Anne Russell

Coy Smith

Harry Thomas

Alex Tishman

Sylvia Barry, Ex-Officio

Miriam Hope Karell, Ex-Officio

**Staff Liaison**

Jessica Deakyne, Assistant City Manager

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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 April 6, 2023**

**E. GENERAL BUSINESS**

**E.1 Introduction of New Commissioner Alex Tishman**

**E.2 Establish an Ad Hoc Committee to support the City of Novato Business Visits, as identified in the FY 2022-23 and 2023-24 Work Plan**

**E.3 Establish an Ad Hoc Committee to support a City of Novato Business Survey, as identified in the FY 2022-23 and 2023-24 Work Plan**

**E.4 Receive an Update on Novato Key Vacancies List and provide Staff direction on what the Commission would like to do with the identified list**

**F. COMMISSIONER COMMENTS**

**F.1 Marin Small Business Development Center (SBDC) Update – Miriam Hope Karell, Marin SBDC**

**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](http://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 Thursday before the Novato Economic Development Advisory Commission of June 1, 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](http://www.novato.org).

/Alison Fletcher/  
Management Analyst I



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**CITY OF NOVATO**  
**CALIFORNIA**

**Economic Development Advisory Commission**

**DRAFT MEETING MINUTES**

April 6, 2023 – 3:00pm  
922 Machin Avenue  
Womack Conference Room  
Novato, CA

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**Chair**  
**John Williams**

**Vice Chair**  
**Katie Skjerpig**

**Members**  
**Anne Russell**  
**Coy Smith**  
**Harry Thomas**  
**Sylvia Barry, Ex-Officio**  
**Miriam Hope Karell, Ex-Officio**

**Staff Liaison**  
**Jessica Deakyne, Assistant City Manager**

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**A. CALL TO ORDER AND ROLL CALL**

Meeting called to order by Chair Williams at 3:06pm

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

Commissioners absent: Russell

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

**B. APPROVAL OF FINAL AGENDA**

Commission Action: Upon motion by Commissioner Skjerpig and seconded by Commissioner Thomas, the Commission voted **4-0-1** to approve the final agenda.

AYES: Skjerpig, Smith, Thomas, Williams

NOES: None  
ABSENT: Russell

**C. PUBLIC COMMENT**

Jim Crumpler

**D. CONSENT ITEMS**

**D.1 Approve Minutes of February 2, 2023**

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Skjerping, the Commission voted **4-0-1** to approve the minutes of February 2, 2023.

AYES: Skjerping, Smith, Thomas, Williams  
NOES: None  
ABSENT: Russell

**E. GENERAL BUSINESS**

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

Principal Management Analyst Sullina Sanchez presented the item. The Commissioners discussed the item and feedback received from the City Council at the Novato City Council meeting on February 14, 2023.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Skjerping, the Commission voted **4-0-1** to recommend that the City of Novato undertake a retail leakage study and a city-wide economic development work plan.

AYES: Skjerping, Smith, Thomas, Williams  
NOES: None  
ABSENT: Russell

Commission Action: Upon motion by Commissioner Skjerping and seconded by Commissioner Thomas, the Commission voted **4-0-1** to approve the Economic Development Advisory Commission Workplan for Fiscal Years 2022-2023 and 2023-2024, with the addition of an item related to identifying key vacancies and developing a strategy, and the addition of an item related to conducting and reporting out on business visits and identifying potential initiatives and policy changes to respond to business needs.

AYES: Skjerping, Smith, Thomas, Williams  
NOES: None  
ABSENT: Russell

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

Ex-Officio Karell discussed the opportunity for the City of Novato to join the Marin Small Business Development Center in partnership to host a webinar during National Small Business Week. Commissioners discussed the possibility and its alignment with the Workplan. No action was taken.

**F. COMMISSION COMMENTS**

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

Commissioner Smith presented the item, discussing the current work the Novato Chamber of Commerce is performing to rebrand the Visit Novato campaign and website to promote tourism and strategically target visitors to the city of Novato.

**G. STAFF UPDATES**

Assistant City Manager Jessica Deakyne described the Parks Master Plan work currently underway, and Principal Management Analyst Sullina Sanchez updated the Commission on the City's Downtown Business/Property Improvement Grant Program.

**H. ADJOURNMENT**

The meeting adjourned at 4:37pm.

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

/Alison Fletcher/

Alison Fletcher, Management Analyst I



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