



**CITY OF NOVATO**  
CALIFORNIA

**Economic Development Advisory Commission  
Meeting Agenda**

**Thursday, March 7, 2024 - 3:00 PM**

**CITY HALL  
901 SHERMAN AVENUE  
NOVATO, CA 94945**

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**Chair**

Katie Skjerping

**Vice Chair**

Alex Tishman

**Members**

Viral Shah

Coy Smith

Harry Thomas

Thomas Young

Miriam Hope Karell, Ex-Officio

**Staff Liaison**

Jessica Deakyne, Assistant City Manager

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) 899-8929. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodations to help ensure accessibility to this meeting. Council Chambers is equipped with a Hearing Loop (aka "T-Coil"), focused under the large raised ceiling in the middle of the room. In addition, assistive listening receivers are available for checkout from the Staff Liaison.

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

**B. APPROVAL OF THE 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**

*All matters listed on the Consent Calendar are considered to be routine and will be enacted by a single vote of the Commission. There will be no separate discussion unless specific items are removed from the Consent Calendar for separate discussion and action. Any Commissioner may remove an item from the Consent Calendar and place it under General Business for discussion.*

**D.1 Approve the Meeting Minutes of November 16, 2023**

**D.2 Approve the Meeting Minutes of February 14, 2024**

**E. UNFINISHED AND OTHER BUSINESS**

**E.1 Receive an update on the February Joint Special Meeting with the Finance Advisory Committee and provide staff any potential direction including forming an Ad Hoc Committee**

**E.2 Receive an update from the Ad Hoc on the City of Novato Business Visits and provide feedback on potential new businesses to visit**

**E.3 Receive an update from Staff on the progress of the City Business Survey and provide direction to staff on how to proceed**

**E.4 Appoint a new Commissioner to the Ad Hoc on the City Business Survey**

**F. GENERAL BUSINESS**

*These items include significant and administrative actions of special interest and will usually include a staff presentation and discussion by the Commission. They will be enacted upon by a separate vote.*

**F.1 Designate an Ex-Officio Member for a term of 2 years ending in February 2026**

**F.2 Receive an update from Staff on the progress of the FY 2023-2024 Work Plan and provide direction on the next steps for the FY 2024-2025 Work Plan**

**F.3 Receive an update from Staff on the Small Business Month workshop planning and provide direction on the next steps**

**G. COMMISSIONER COMMENTS**

**H. STAFF UPDATES**

**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 by Friday at 5:00 p.m., the week before the meeting. Materials, that are submitted to members of the Commission 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 Commission during a public meeting by staff or a member of the Commission, it shall be made available online following that meeting.*

## AFFIDAVIT OF POSTING

I, Alison Fletcher, certify that on the Thursday before the Economic Development Advisory Commission of March 7, 2024, 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**  
**C A L I F O R N I A**

**Economic Development Advisory Commission**

**Draft Meeting Minutes**

**November 16, 2023 – 3:00pm**  
**Council Chambers**  
**901 Sherman Avenue**  
**Novato, CA**

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**Chair**

Katie Skjerpung

**Vice Chair**

Alex Tishman

**Members**

Viral Shah

Coy Smith

Harry Thomas

Thomas Young

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 Skjerpung at 3:03pm

Commissioners present: Skjerpung, Smith, Shah, Thomas, Tishman, Ex-Officio Karrell

Commissioners absent: Young, Ex-Officio Barry

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

**B. APPROVAL OF FINAL AGENDA**

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Shah, the Commission voted **5-0-1-0** to approve the final agenda.

Ayes: Shah, Skjerpung, Smith, Tishman, Thomas

Noes: None

Absent: Young

Abstain: None

**C. PUBLIC COMMENT**

None.

**D. CONSENT ITEM**

**D.1 Approve Minutes of October 5, 2023**

Commission Action: Upon motion by Commissioner Smith and seconded by Commissioner Thomas, the Commission voted **4-0-1-1** to approve the minutes of October 5, 2023.

Ayes: Skjerpig, Smith, Thomas, Tishman

Noes: None

Absent: Young

Abstain: Shah

**E. UNFINISHED AND OTHER BUSINESS**

**E.1 Discussion on Commission Procedures by Chair Skjerpig**

Chair Skjerpig reviewed meeting procedures with the Commission, including a review of staff presentations, questions, public comments, and Commissioner comments. Staff responded to the Commissioner's questions.

**E.2 Receive an update from Commissioners on City of Novato Business Visits**

Principal Management Analyst Sullina Smith presented the item. Ad Hoc members provided the group with an update on the visits, including feedback received and common themes and trends shared by business owners.

**E.3 Receive an update from Staff on the Key Vacancies List**

Management Analyst I Alison Fletcher presented the item and answered the Commissioner's questions.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Shah, the Commission voted **5-0-1-0** to agendaize the item at a future meeting to provide additional direction to staff.

Ayes: Skjerpig, Smith, Thomas, Tishman, Shah

Noes: None

Absent: Young

Abstain: None

**E.4 Review, update, and potentially approve the City of Novato Business Survey**

Principal Management Analyst Sullina Smith presented the item and provided the draft survey that the Ad Hoc created. The Commissioners reviewed and discussed the survey and provided minor edits to Staff.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Tishman, the Commission voted **5-0-1-0** to approve the City of Novato Business Survey with minor edits and include the survey with the annual business license renewals for all business license holders in the City.

Ayes: Shah, Skjerpig, Smith, Thomas, Tishman

Noes: None

Absent: Young

Abstain: None

## F. GENERAL BUSINESS

### F.1 Introduction of New Commissioners: Viral Shah and Thomas Young

Commissioner Shah introduced himself, and Commissioner Young was absent.

### F.2 Farmers Market Infrastructure Investment

Assistant City Manager Jessica Deakyne presented the item and various factors in relocating the farmers' market downtown, including potential locations and the infrastructure cost to accommodate the relocation. Staff answered the Commissioner's questions.

### F.3 Receive a presentation from Staff on the Evaluation of City-Owned Property and provide feedback

Assistant City Manager Jessica Deakyne presented the item and discussed the future intent to receive criteria to evaluate City-owned properties for use and disposition. Commissioners discussed and provided feedback to Staff.

Commission Action: Upon motion by Commissioner Skjerpig and seconded by Commissioner Thomas, the Commission voted **5-0-1-0** to support the City's efforts to evaluate City-owned property and encourage the City Council to take a portfolio approach focusing on community needs, revenue, operations and maintenance costs, historical significance, and accessibility.

Ayes: Shah, Skjerpig, Smith, Thomas, Tishman

Noes: None

Absent: Young

Abstain: None

## G. COMMISSIONER COMMENTS

None.

## H. STAFF UPDATES

Assistant City Manager Jessica Deakyne updated the Commission on Community Development Director Vicki Parker's retirement and informed them that the new Community Development Director will start in December 2023. Staff reminded the Commission that a joint special meeting with the Finance Advisory Commission will be scheduled for February 2024 per the Economic Development Advisory Commission Work Plan.

## I. ADJOURNMENT

The meeting adjourned at 5:04pm.

**I HEREBY CERTIFY that the foregoing minutes were duly adopted at the Economic Development Advisory Commission meeting of [REDACTED].**

/Alison Fletcher /

Alison Fletcher, Management Analyst I



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**CITY OF NOVATO**  
CALIFORNIA

**JOINT SPECIAL MEETING OF THE  
ECONOMIC DEVELOPMENT ADVISORY COMMISSION  
& FINANCE ADVISORY COMMISSION**

**Draft Meeting Minutes**

**City Hall  
901 Sherman Avenue  
Novato, CA 94945**

**Wednesday, February 14, 2024 - 5:00 PM**

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**ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

**Chair:** Katie Skjerpung, **Vice Chair:** Alex Tishman  
Viral Shah, Coy Smith, Harry Thomas, Thomas Young,  
Sylvia Barry- Ex-Officio, Miriam Hope Karell- Ex-Officio

**Staff Liaison**

Jessica Deakyne, Assistant City Manager

**FINANCE ADVISORY COMMISSION**

**Chair:** Larisa Thomas, **Vice Chair:** Tina McMillan  
Regina Bianucci Rus, Cris Mackenzie, Rafelina Maglio,  
Andrew Zmyslowski

**Staff Liaison**

Amy Cunningham, Interim City Manager

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

Economic Development Advisory Commission

Meeting called to order by Chair Skjerpung at 5:01pm

Commissioners present: Skjerpung, Smith, Thomas, Tishman, Ex-Officio Karell

Commissioners absent: Shah, Thomas (left at 5:40pm), Young, Ex-Officio Barry

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

Finance Advisory Commission

Commissioners present: Bianucci Rus, Mackenzie, Maglio, McMillan, Thomas, Zmyslowski

Commissioners absent: None

Staff present: Interim City Manager Amy Cunningham, Management Analyst I Stacey Hoggan

**B. APPROVAL OF FINAL AGENDA**

Commission Action: Upon motion by Commissioner Tishman and seconded by Commissioner Thomas, the Commission(s) voted: **10-0-2-0** to approve the final agenda.

Ayes: Skjerping, Smith, Tishman, Thomas

Noes: None

Absent: Shah, Young

Abstain: None

Ayes: Bianucci Rus, Mackenzie, Maglio, McMillan, Thomas, Zmyslowski

Noes: None

Absent: None

Abstain: None

**C. PUBLIC COMMENT**

Dean Moser

Doug Hood

**D. GENERAL BUSINESS**

**D.1 Receive a presentation from staff on the Evaluation Process of City-Owned Properties and provide direction on criteria to evaluate properties for potential use and disposition.**

Assistant City Manager Jessica Deakyne presented the item and offered potential criteria to evaluate City-owned property for use and disposition. Commissioners held a discussion, asked questions of staff, and recommended criteria to evaluate City-owned properties for potential use and disposition. Staff will use these criteria as the foundation to develop a process for the utilization and disposition of City-Owned Property and bring this item to the Council for consideration in the Spring.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Bianucci Rus, the Commission voted: **6-0-0-0** to approve the recommended evaluation criteria.

Ayes: Bianucci Rus, Mackenzie, Maglio, McMillan, Thomas, Zmyslowski

Noes: None

Absent: None

Abstain: None

**E. COMMISSIONER COMMENTS**

None

**F. STAFF UPDATES**

Finance Director Carla Carvalho-DeGraff updated the commission about the next scheduled financial audit with the state. Interim City Manager Amy Cunningham updated the commission on fiscal sustainability efforts and the City's sales tax initiative. Assistant City Manager Jessica Deakyne updated the commission on projects under review and recently approved.

**G. ADJOURNMENT**

The meeting adjourned at 6:32pm.

**I HEREBY CERTIFY that the foregoing minutes were duly adopted at the Economic Development Advisory Commission meeting of [DATE].**

/Alison Fletcher/

Alison Fletcher, Management Analyst I





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DRAFT

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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.
- During National Small Business Week, partner with the Marin Small Business Development Center to co-sponsor and promote business-building workshops. (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.
- Identify a list of local key vacancies and develop a strategy around promoting them.

### **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 and identify potential City initiatives and policy changes to respond to business needs.

#### **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.
- Establish a plan for conducting business visits during calendar year 2024.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.

### **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.
- Plan for a small workshop during National Small Business Week.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.

### **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.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.



# CITY OF NOVATO

## CALIFORNIA

### NOVATO ECONOMIC DEVELOPMENT ADVISORY COMMISSION WORK PLAN FOR FISCAL YEARS 2022-2023 AND 2023-2024

CITY COUNCIL MEETING

APRIL 25, 2023

*Katie Skjerpig, Vice Chair - Economic Development Advisory Commission*  
*Sullina Sanchez, Principal Management Analyst*

# REQUEST

*Consider adopting a resolution accepting the Novato  
Economic Development Advisory Commission Work Plan  
for Fiscal Years 2022-2023 and 2023-2024*



## BACKGROUND

- Economic Development Advisory Commission established in 1993
- Seven voting members and up to 2 ex-officio members
- Meetings are held on the 1st Thursday of the month at 3:00 pm



# COMMISSIONERS

<b>MEMBER</b>	<b>TERM EXPIRES</b>
John R. Williams, Chair	October 31, 2024
Katie Skjerping, Vice Chair	October 31, 2023
Vacant	October 31, 2023
Anne Russell	October 31, 2023
Coy Smith	October 31, 2023
Harry Thomas	October 31, 2024
Vacant	October 31, 2024
Miriam Hope Karell, Ex-Officio	February 28, 2025
Sylvia Barry, Ex-Officio	February 28, 2024



## COMMISSION PURPOSE

*The Economic Development Advisory Commission supports economic vitality and development and makes recommendations on: downtown revitalization, business attraction and expanding the commercial, retail and overall economic base of the community.*





# FY 2022-2023 WORK PLAN

## 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.
- During National Small Business Week, partner with the Marin Small Business Development Center to co-sponsor and promote business-building workshops (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.
- Identify a list of local key vacancies and develop a strategy around promoting them.



# FY 2023-2024 WORK PLAN

## Quarter I – 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 and identify potential City initiatives and policy changes to respond to business needs.

# FY 2023-2024 WORK PLAN

## **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.
- Establish a plan for conducting business visits during calendar year 2024.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.

# FY 2023-2024 WORK PLAN

## Quarter 3 – January to March 2024

- Conduct and promote the City Business Survey.
- Establish an Ad Hoc Committee to conduct a review of the Choose Novato webpage and identify gaps in marketing material, resources, and information, to be provided to City staff.
- Plan for a small workshop during National Small Business Week.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.

# FY 2023-2024 WORK PLAN

## 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.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.

# REQUEST

*Consider adopting a resolution accepting the Novato  
Economic Development Advisory Commission Work Plan  
for Fiscal Years 2022-2023 and 2023-2024*



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CALIFORNIA



**CITY OF NOVATO**  
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THANK YOU

