



**CITY OF NOVATO**  
CALIFORNIA

**Economic Development Advisory Commission  
Meeting Agenda**

**Thursday, April 4, 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

Sylvia Barry, Ex-Officio

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 March 7, 2024**

**E. UNFINISHED AND OTHER BUSINESS**

**E.1 Receive an update from the Ad Hoc Committee on the Evaluation Criteria for City-Owned Properties and potentially approve the criteria for recommendation to the Council or provide direction to staff on how to proceed**

**E.2 Receive a presentation from Staff on the Evaluation of City-Owned Property and provide feedback**

**E.3 Receive an update from Staff on the City Business Survey**

**E.4 Receive an update from Staff on the Small Business Week Event on April 30, 2024**

**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 Establish an Ad Hoc Committee to support the development of the new FY 2024-2025 Work Plan**

**F.2 Establish an Ad Hoc Committee to support Work Plan item “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”**

**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, Addison Luong, certify that on the Monday before the Economic Development Advisory Commission of April 4, 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).

/Addison Luong/  
Senior Office Assistant



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**CITY OF NOVATO**  
CALIFORNIA

**Economic Development Advisory Commission  
Draft Meeting Minutes**

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

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

Meeting called to order by Chair Skjerping at 3:02pm

Commissioners present: Shah, Skjerping, Smith, Thomas, Tishman, Young, Ex-Officio Karrell (arrived at 3:05pm)

Commissioners absent: None

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

**B. APPROVAL OF THE FINAL AGENDA**

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to approve the final agenda.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

**C. PUBLIC COMMENT**

None.

**D. CONSENT ITEMS**

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

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

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to approve the minutes of November 16, 2023 and February 14, 2024.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

**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**

Assistant City Manager Jessica Deakyne presented the item and provided a summary of the Joint Special Meeting. It was noted that the meeting was held per the Economic Development Advisory Commission's (EDAC) Work Plan and since EDAC was missing several Commissioners and lost quorum when an EDAC Commissioner had to unexpectedly leave, staff recommended forming an Ad Hoc Committee to allow EDAC an opportunity to provide input on the criteria.

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to create an Ad Hoc Committee to further consider the criteria approved by the Finance Advisory Committee at the Joint Special Meeting of February 14, 2024, and to present their findings to City Council on behalf of the Commission.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

Commission Action: Upon motion by Commissioner Smith and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to appoint Commissioners Thomas, Tishman, and Skjerping to the Ad Hoc Committee.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

**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**

Commissioner Thomas presented the item and gave an overview of his experiences attending several of the business visits including common themes from businesses, for example, difficulty hiring qualified employees or finding available property zoned for a desired use. The Commission directed staff to

contact the remaining businesses previously identified by the Ad Hoc Committee to schedule additional business visits.

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

Principal Management Analyst Sullina Smith presented the item, including the ways in which staff provided the survey to business license holders through several emails and mailed with the annual business license renewal packet. With these efforts, the response rate was very low. Commissioners considered whether there was enough outreach and will evaluate whether additional, more targeted outreach might be helpful to encourage participation. The Commission directed staff to send the survey out again.

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

Commission Action: Upon motion by Commissioner Skjerping and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to appoint Commissioner Young and Ex-Officio Karrell (should the bylaws allow) to the Ad Hoc Committee.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

**F. GENERAL BUSINESS**

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

Chair Skjerping presented the item that the Ex-Officio term ended on February 28, 2024, and the Commission needed to designate a new Ex-Officio Member.

Commission Action: Upon motion by Commissioner Smith and seconded by Commissioner Tishman, the Commission voted **6-0-0-0** to designate Sylvia Barry as an Ex-Officio member for a term of 2 years ending February 2026.

Ayes: Shah, Skjerping, Smith, Thomas, Tishman, Young

Noes: None

Absent: None

Abstain: None

**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**

Assistant City Manager Jessica Deakyne presented the item and reviewed the many completed items, thanking the Commissioners for their hard work on the FY 2023-2024 Work Plan. Staff recommended agendaizing the FY 2024-2025 Work Plan item for discussion at a future meeting before being presented to City Council.

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

Principal Management Analyst Sullina Smith presented the item and has been in discussions with Ex-Officio Karell, Director for Marin Small Business and Development Center (SBDC) to consider agenda topics, schedule, and type of event. Commissioners provided feedback based on their own experiences hosting or attending similar events.

**G. COMMISSIONER COMMENTS**

Commissioner Young and Chair Skjerping expressed appreciation for staff's efforts and continued hard work to support the Commission.

**H. STAFF UPDATES**

Principal Management Analyst Sullina Smith provided updates regarding the Depot Project, and Planning Commission's recommendation to Council to amend the Novato Municipal Code to allow check cashing services as an acceptable accessory use to travel agencies and grocery stores. Assistant City Manager Jessica Deakyne announced the 2024 State of the City Address to be held on March 19, 2024, and a Community Budget Workshop on March 28, 2024, both to be held at City Hall. The Spring recruitment for Committees, Commissions and Boards closes March 31, 2024.

**I. ADJOURNMENT**

The meeting adjourned at 4:47pm.

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

/Addison Luong/  
Addison Luong,  
Senior Office Assistant



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