



CITY OF NOVATO
CALIFORNIA

**Economic Development Advisory Commission
Meeting Agenda**

Thursday, June 6, 2024 – 3:00 PM

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

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.

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 April 4, 2024

E. UNFINISHED AND OTHER BUSINESS

E.1 Receive a presentation from City Staff on the results of the City Business Survey

E.2 Receive an update from City Staff and the Ad Hoc Committee on the draft FY 2024-2025 Work Plan and consider approving the draft FY 2024-2025 Economic Development Advisory Commission Work Plan for recommendation to the Council

E.3 Consider refining and reconfirming the Ad Hoc Committee for City-Owned Property Evaluation Criteria

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 Fiscal Sustainability Update from City Manager Amy Cunningham and Assistant City Manager Jessica Deakyne

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 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 meeting of June 6, 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.

/Addison Luong/
Senior Office Assistant



Follow us on Facebook, Twitter, YouTube, Instagram, NextDoor & Nixle



CITY OF NOVATO
CALIFORNIA

**Economic Development Advisory Commission
Draft Meeting Minutes**

April 4th, 2024 – 3:00 PM

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

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

A. CALL TO ORDER AND ROLL CALL

Meeting called to order by Chair Skjerpung at 3:00 PM

Commissioners present: Shah (arrived 3:02 PM), Skjerpung, Thomas, Tishman, Young, Ex-Officio Barry (arrived 3:02 PM), Ex-Officio Karell (arrived 3:06 PM)

Commissioners absent: Smith

Staff present: Principal Management Analyst Sullina Smith, Senior Office Assistant Addison Luong, Senior Office Assistant Monica Castillo

B. APPROVAL OF THE FINAL AGENDA

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

Ayes: Shah, Skjerpung, Thomas, Tishman, Young

Noes: None

Absent: Smith

Abstain: None

C. PUBLIC COMMENT

One Comment.

D. CONSENT ITEMS

D.1 Approve the Meeting Minutes of March 7, 2024

Commission Action: Upon motion by Commissioner Thomas and seconded by Commissioner Tishman, the Commission voted **5-0-1-0** to approve the meeting minutes of March 7, 2024.

Ayes: Shah, Skjerping, Thomas, Tishman, Young

Noes: None

Absent: Smith

Abstain: None

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

Principal Management Analyst Sullina Smith presented the proposed evaluation criteria and answered questions. Commissioner Thomas provided an update from the Ad Hoc Committee on how they further refined the proposed criteria that the Finance Advisory Commission recommended at their February 14, 2024 joint special meeting. These criteria create a framework for considering properties in a portfolio-wide approach.

Commission Action: Upon motion by Commissioner Tishman and seconded by Commissioner Thomas, the Commission voted **5-0-1-0** to approve the criteria for recommendation to the Council.

Ayes: Shah, Skjerping, Thomas, Tishman, Young

Noes: None

Absent: Smith

Abstain: None

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

The item was skipped as staff were not prepared to present the item.

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

Principal Management Analyst Sullina Smith presented the item and provided updates on the new survey results. Commissioners discussed and responded to the update.

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

Principal Management Analyst Sullina Smith provided updates on the upcoming event, the registration process, and joint sponsors, including the City's Economic Development Advisory Commission, the Marin Small Business Development Center, the Novato Chamber of Commerce, and the Downtown Novato Business Association. Ex-Officio Karell provided updates regarding further promotions for the event, which is scheduled for Tuesday, April 30, 2024, at 5:30 PM at the Novato City Council Chambers and is free and open to the public.

F. GENERAL BUSINESS

F.1 Establish an Ad Hoc Committee to support the development of the new FY 2024-2025

Work Plan

Principal Management Analyst Sullina Smith presented the item.

Commission Action: Upon motion by Chair Skjerping and seconded by Vice Chair Tishman, the Commission voted **5-0-1-0** to form an Ad Hoc Committee to support the development of the new FY 2024-2025 Work Plan and appoint Commissioners Viral, Thomas, and Young to the Ad Hoc Committee.

Ayes: Shah, Skjerping, Thomas, Tishman, Young
Noes: None
Absent: Smith
Abstain: None

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”

Principal Management Analyst Sullina Smith presented the item.

Commission Action: Upon motion by Chair Skjerping and seconded by Vice Chair Tishman, the Commission voted **5-0-1-0** to form an Ad Hoc Committee to review the City’s Choose Novato webpage and appoint Commissioners Tishman, Thomas, and Skjerping to the Ad Hoc Committee.

Ayes: Shah, Skjerping, Thomas, Tishman, Young
Noes: None
Absent: Smith
Abstain: None

F.3 COMMISSIONER COMMENTS

Commissioner Thomas expressed satisfaction with the new Community Development Director, Clare Hartman’s progress on staffing recommendations, and wanted to thank her and the Council for their efforts.

Commissioner Skjerping commented on attending the State of the City event and was pleased with the presentation and the City’s efforts.

F.4 STAFF UPDATES

Principal Management Analyst Sullina Smith provided updates on community budget survey returns, the progress of the farmers market relocation, and commented on Commissioner Tishman’s business, Fire Swamp Provisions, lifestyle piece in the Marin Independent Journal.

F.5 ADJOURNMENT

The meeting Adjourned at 3:39 PM

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



Follow us on Facebook, Twitter, YouTube, Instagram, NextDoor & Nixle

DRAFT

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 2024/25

Quarter 1 – July to September 2024

- Convene the Ad Hoc Committee established to review the City's Choose Novato website and suggest improvements.
- Establish a plan for conducting Business Visits during Fiscal Year 2024/2025, targeting a minimum of [number] businesses per month.
- Conduct [number] business visits.
- Establish an Ad Hoc Committee to explore Strategic Plan item #19 to begin the development of a comprehensive, long-term economic development plan for the City.
- Continue Ad Hoc Committee designated for Strategic Plan item #5 regarding city-owned properties.
- Develop a list of future speakers to attend EDAC, including the Workforce Alliance of the North Bay, to present to the Commission in an effort to build partnerships and share information/resources.

Quarter 2 – October to December 2024

- Host a small business event and conduct a survey to program future events and resources.
- Strategic Plan #5 Ad Hoc Committee supports City staff to initiate property assessment based on established criteria.
- Continue Strategic Plan #19 Ad Hoc Committee to move this item forward.
- 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 2025

- Strategic Plan #5 Ad Hoc Committee supports City staff to establish internal process for City-

owned property disposition work.

- Continue Strategic Plan #19 Ad Hoc Committee, including making a recommendation to staff on internal or external plan development and conducting community engagement on the topic.
- 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 2025

- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.
- Complete Strategic Plan #19 Ad Hoc Committee and assist the City in adopting a plan.
- Host a small business event during National Small Business Week and conduct a survey to program future events and resources.
- Develop work plan for Fiscal Year 2025/2026.

DRAFT