

**CITY OF SAN CARLOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Approved Minutes of March 28, 2017 Meeting**

1. Call to Order

Chair Josh Zaroor called the meeting to order at 4:00 p.m.

Commissioners present (6):

Josh Zaroor, Chair
Nancy Luscri, Vice-Chair
Sara McDowell
Don Mancini
Leah McMurtry
Greg Matter

Absent (1):

Daniel Guhr

Advisory:

Al Savay, Community and Economic Development Director
Nell Selander, Economic Development Coordinator
Martin Romo, Economic Development Coordinator

2. Pledge of Allegiance

3. Agenda Review

Agenda Item 7(a)(1), presentation by City Attorney Greg Rubens on the Brown Act moved to after Agenda Item 4, Approval of the Minutes. Additionally, with regard to Agenda Item 6(a), Alan Talansky representing ULI presented before Lawrence Grown representing the West Berkeley Design Loop.

4. Approval of Minutes

February 28, 2017 Meeting Minutes Approved [Motion/Second: Luscri/Mancini].

5. Public Comment

San Carlos Chamber of Commerce CEO, Dave Bouchard, provided an update on upcoming Chamber events.

6. New Business

a. Presentations on (1) West Berkeley Design Loop; and (2) Brief Introduction to the ULI's Technical Advisory Panel Reports.

Staff member Nell Selander introduced Lawrence Grown, business owner and CEO of the West Berkeley Design Loop and staff member Martin Romo introduced Alan Talansky of EBL&S and Chair of Urban Land Institute's (ULI) Technical Advisory Panels (TAP).

Mr. Talansky presented first, sharing a video produced by ULI on the TAP process and success stories. TAPs are groups of professionals engaged by communities or organizations to answer four or five tough questions about a development, land use, design, or economic problem. TAPs typically involve one to two days on site with stakeholder interviews, workshopping, and a presentation and culminate in a written document delivered eight to 12 weeks after the conclusion of the TAP.

Mr. Talansky also described why professionals participate in TAPs, what the fee to ULI pays for, and how TAPs can be used to answer difficult development questions. He gave examples of how TAPs have been put into practice, specifically citing Brisbane and San Mateo as recent TAPs that are now being actualized. Finally, Mr. Talansky emphasized that TAPs are not there to confirm what the community wants to hear. Instead, TAPs are there to give an honest, fact-based, professional recommendation to solve a problem identified by a client.

Mr. Romo suggested a TAP could be utilized to identify a path forward in the Industrial Arts District. Commissioner McDowell asked for the cost of the TAP and Mr. Romo shared that it is in the \$20,000 range. A brief discussion ensued about the TAP conducted for Downtown San Carlos prior to the General Plan and Zoning Ordinance updates.

Mr. Lawrence then introduced himself, his business, and the impetus for creating the West Berkeley Design Loop – a collective marketing and branding campaign that reflected a common voice among related businesses in the construction and building materials trades. He shared that the City of Berkeley provided a small amount of seed money to engage a consultant to prepare some marketing materials for West Berkeley businesses related to home improvement, building materials, and construction.

Although the Loop was not entirely happy with the work completed by the consultant, it provided them a launching point from which to develop

marketing materials that reflected their goals and that provided a value-add to companies interested in becoming members. The Loop solicits membership in the member-driven organization by adding locations of the businesses in the Loop's annual marketing brochure.

The goals of the West Berkeley design loop were to raise the cache of the area, bring in new customers, and keep them there longer. Customers have responded well to the brochure, which demonstrates to the participating businesses that the Loop and its marketing have value.

The West Berkeley Design Loop is a non-profit with a fiscal sponsor, the Chamber of Commerce, and there is a small payment available for the staff that run it – Mr. Grown and his assistant – on an hourly basis.

A discussion ensued among the Commissioners about the Economic Development Partnership (EDP) – a partnership between the San Carlos Chamber of Commerce and EDAC – and its past efforts to market the east side of San Carlos as a destination for building materials. Like Mr. Lawrence, the Commissioners agreed that large-scale marketing events are more difficult and costly to coordinate than brochures and co-branding.

Mr. Lawrence suggested the EDP have a booth at the Farmers Market to get out the word even within San Carlos.

Following the presentations by Mr. Talansky and Mr. Lawrence, the Commission discussed whether or not to pursue a TAP and whether or not the EDP should be re-engaged to market the building materials industry on the east side. Much of the conversation centered around whether or not the two efforts are related, should be combined, or should be pursued separately.

Commissioner Matter asked if the City would consider expanding the Industrial Arts District. Staff clarified that it is a Zoning District that would not expand. Commissioner Matter expressed interest in supporting and facilitating marketing of the building materials industry.

Commissioners McDowell and McMurtry discussed the art gallery influence and multi-family housing that has driven growth in the Funk Zone in Santa Barbara. Commissioner McDowell emphasized that the Economic Development Plan Initiatives focus on marketing and branding the building materials industry and establishing the Industrial Arts District separately.

Chair Zaroor emphasized the economic development goal of building the brand of the San Carlos building materials industry, and the opportunity to expand the sales tax base by supporting these businesses.

Commissioners agreed to move forward with the TAP for the Industrial Arts District. Additionally, Commissioners were interested in continuing to explore how to reengage the EDP. Staff agreed to do more research into both and bring back options for proceeding to EDAC at the following meeting.

Commissioner Matter offered to produce maps of property owners and tenants in the Industrial Arts District.

7. Old Business and Reports

a. General Updates

i. Brown Act Training by City Attorney

City Attorney Greg Rubens provided a thorough presentation on Brown Act rules related to Commissions. Topics included: what constitutes a quorum, what constitutes a meeting and serial meetings, what communications are allowable, public records act requests, and the implications of social media on meetings and decision making.

Commissioner McDowell asked if Commissioners could share articles of interest with other Commissioners via email or if they should be directed to staff to distribute at a future meeting. City Attorney Rubens recommended sending anything of interest to staff and then they can decide when and how to distribute in order to ensure compliance with the Brown Act.

b. Subcommittee Reports

No updates.

8. Future Meeting Dates and Agenda Items

April 25, 2017 – Update on City revenues and TAP, EDP next steps.

9. Adjournment

Meeting adjourned at 6:20 PM.