MINUTES OF JOINT CITY COUNCIL/
CITY COUNCIL AS SUCCESSOR AGENCY TO DISSOLVED
REDEVELOPMENT AGENCY MEETING
COUNCIL CHAMBERS
901 SHERMAN AVENUE
SEPTEMBER 11, 2012 - 6:30 PM

A. CONVENE, PLEDGE OF ALLEGIANCE, AND ROLL CALL

Present: Mayor Athas
         Mayor Pro Tem Eklund
         Council Member Madeline Kellner
         Councilmember Lucan
         Councilmember MacLeamy

Absent: None

Also Present: City Manager Michael Frank, Assistant City Manager Capriola, Finance Manager Brian Cochran and Deputy City Clerk Vickie Gerber.

B. CLOSED SESSION ANNOUNCEMENT

No closed session was scheduled.

C. CEREMONIAL MATTERS/PRESENTATIONS

Proclamation: National Childhood Obesity Awareness Month

Paula Neese, Recreation, Cultural and Community Services Advisory Commission, was present to accept the Proclamation for National Childhood Obesity Awareness Month. Mayor Athas introduced and congratulated new Police Chief Jim Berg.

D. APPROVAL OF FINAL AGENDA, WAIVER OF THE READING OF ORDINANCES AND NOTICES OF INTENT

Council Member Madeline Kellner moved, Seconded by Councilmember MacLeamy, to approve Final Agenda, Waiver of the Reading of Ordinances and Notices of Intent. The motion was approved unanimously.
E. PUBLIC COMMENTS

1. Al Dugan
2. Pam Drew
3. John Williams
4. Jerry Peters
5. Gail Meyers
6. Toni Shroyer
7. Trish Boorstein

F. CONSENT CALENDAR

1. ADOPT CITY COUNCIL MINUTES OF JULY 9, 2012 (MVMCC)

The Council approved the minutes of the July 9, 2012 meeting.

2. ADOPT CITY COUNCIL MINUTES OF JULY 23, 2012

The Council approved the minutes of the July 23, 2012 meeting.

3. ADOPT CITY COUNCIL MINUTES OF AUGUST 21, 2012

The Council approved the minutes of the August 21, 2012 meeting.

4. CANYON GREEN SUBDIVISION (continued from 8/28/12)

Consider adopting a resolution approving the Final Map and authorizing the City Manager to execute a Subdivision Improvement Agreement for the Canyon Green Subdivision. This subdivision is located at 1625 Hill Road (APN 140-341-14). Subdivider: Camino Ramon Associates, LLC; Engineer: Ifland Engineers.

This item was continued to a future meeting.

5. 2012/2013 STATE COPS GRANT

Council adopted Resolution No. 84-12 authorizing the City Manager to accept the grant and approve the department's proposed spending plan.
6. COUNTY OF MARIN GRANT: MINOR ALCOHOL ACCESS PREVENTION (MAAP)

Council adopted Resolution No. 85-12 accepting $6,000 from the County of Marin Board of Supervisors and authorizing the Police Department to utilize the funding for the program.

_Council Member Madeline Kellner moved, Seconded by Councilmember Lucan, to approve the Consent Calendar, removing item F-7. The motion was approved unanimously._

G. UNFINISHED AND OTHER BUSINESS

No items were listed for this section.

H. PUBLIC HEARINGS

No items were listed for this section.

I. GENERAL BUSINESS

No items were listed for this section.

J. COMMISSIONS, COMMITTEES AND BOARDS (CCB's) APPOINTMENTS

No appointments were made to fill vacancy/vacancies on Council Commissions, Committees and Boards.

K. COUNCILMEMBER/CITY MANAGER REPORTS

Councilmember MacLeamy reported that the North Bay Watershed Association board was seeking to obtain grant money from Proposition 84 for wetlands/habitat restoration, stream restoration programs, water resources improvements and recycled water projects. She announced that on September 25, 1:30 p.m., the Las Gallinas Treatment Plant in San Rafael was dedicating its new recycling plant and would begin pumping water to irrigate schools, parks and fields in Novato.

Mayor Pro Tem Eklund reported she attended the Annual League of California Cities Conference where she attended a variety of informative sessions. She suggested staff could
obtain valuable information from the League's website on a variety of subjects, including economic development. She cited the example of the City of Alhambra and successes they had, and mentioned other mechanisms for economic development that had been recommended. She also mentioned a session entitled "For the Love of Cities" and stated that she had purchased the book and would route it around. She closed by announcing that the Board of Directors had voted to take no position on Propositions 30, 31 and 36; voted to oppose Prop 34 and to support Prop 35.

Mayor Athas announced that Councilmember Kellner had been sworn in as the new President of the League of California Cities, North Bay Division, at an installation luncheon and congratulated her.

Councilmember Kellner reported that she had also attended the League conference and went to many useful sessions. She said there had been several on pensions and on redevelopment, and agreed that it would be valuable for staff to review the documents online. She also spoke about the session "For the Love of Cities," which she found to be especially inspirational. She also updated everyone on her activities related to Marin Transit and the contract with Golden Gate Transit, which accounted for 60% of Marin Transit's budget. She said she was working on sub-group whose goal was to preserve the interests of both GG Transit and Marin Transit, as well as those of the regional and local riders. She announced that a proposal would be presented at the upcoming Marin Transit meeting and cautioned that there was inaccurate information floating around.

Councilmember MacLeamy referred to Goal 3 of the Strategic Plan, Thriving Business Environment, Task B, Enhance and Improve Downtown. She suggested that the Council consider having a discussion to determine if the zoning on Grant Avenue should be modified to more flexibly accommodate the changing marketplace and, specifically, to review the required minimum percentage of retail on the ground floor, the mix and percentages of allowable business types and a policy for long vacant storefronts. Councilmember MacLeamy explained her rationale that 1) It was an integral part of one of the four strategic goals; 2) Requirements like the 75% retail area rule determined by the City Council some years ago may not truly reflect the reality of the marketplace. She thought flexibility was needed to retain good potential tenants (like Hennessy), but yet have to accommodate marginal retail that does not enhance the downtown; 3) Long vacant store fronts detract from the vitality of the downtown and Council needed to determine if there was a reasonable approach to addressing this issue; and, 4) Downtown Novato needed a strong presence of great restaurants, specialty retail, entertainment and thriving businesses. She questioned whether, since this was not a shopping center with one owner that could dictate the mix, there was a way to monitor and influence the mix.

Councilmember MacLeamy moved, Seconded by Mayor Athas, to approve placing the item on an agenda in this quarter to decide whether to give direction to staff. The motion was carried 4-1, with Mayor Pro Tem Eklund dissenting.
L. WORK STUDY SESSION

No items were listed for this section.

M. ADJOURNMENT

The meeting was adjourned at 7:20 p.m. in memory of Albert Pariani. Council convened a work session immediately following Adjournment of the Regular Meeting. See Minutes after Adjournment.

MINUTES OF JOINT CITY COUNCIL/
CITY COUNCIL AS SUCCESSOR AGENCY TO DISSOLVED
REDEVELOPMENT AGENCY WORK SESSION
POLICE TRAINING ROOM
909 MACHIN AVENUE

1. PUBLIC COMMENTS

8. Gail Meyers
9. Al Dugan

2. STRATEGIC PLAN UPDATE WORKSHOP

Review the draft Strategic Plan and provide input to staff so that the Plan may be finalized and then adopted at the October 9, 2012 Council meeting.

City Manager Michael Frank presented the staff report and introduced Facilitator Annette Townley. He said two Councilmembers had submitted comments regarding the document and most were minor edits. He referred to the prior four-hour Strategic Work Session when Council expressed its desire to make the goals more focused and held a long discussion about the number of goals, what their titles should be and whether they could be made easier to remember.

Council proceeded to address the following goals:

- General Plan and Environmental Stewardship
- Fiscal and Organizational Sustainability
- Thriving Business Environment
- Community Health and Safety
Mayor Athas said she was concerned with public perception and suggested a circular diagram be created displaying the core values as being equal. The City Manager said staff would reformat the list so it did not imply assigned priority.

Councilmember MacLeamy said there was disapproval by members of the public because the title of the first goal "Achieve Accountable and Transparent Community-Based Planning" had been changed. She thought Council should ensure the public could weigh in and see there was transparency and open government to dispel trust issues. Mayor Athas noted that Councilmembers had recently chosen to continue observing the Brown Act although the State said it was no longer necessary and thought the public should be made aware of this action to foster transparency.

City Manager Frank responded to Mayor Pro Tem Eklund's suggestion stating that he would insert a statement in the overview portion of the brochure indicating the goals were not in priority order. Councilmember Kellner said she did not favor changing the wording and thought making it too short would dilute the meaning. Mayor Athas and Mayor Pro Tem Eklund agreed.

Mayor Pro Tem Eklund suggested energy be focused to ensure everyone in Novato was working toward the same goals. Councilmember Lucan suggested listing unnumbered goals and the City Manager suggested letters be used instead of numbers so formatting would not be affected. The City Manager said the brochure was already designed, but staff would be happy to redesign it and, now that there were only four goals, they could be listed at the beginning and also restated in the strategic objectives section. Mayor Pro Tem Eklund suggested eliminating the words "reduces community trips" because they were a red flag.

The City Manager responded that the City wanted planning that supported development so people could walk to stores, schools and other locations in the community. Mayor Pro Tem Eklund said in terms of walkability and bikeability, housing around transit, higher density housing and higher paying jobs in Novato, she assumed it would mean "commute to work." Councilmember Kellner said she did not think the words should be eliminated and did not consider them a red flag, but saw them as part of Environmental Sustainability and Stewardship. Mayor Pro Tem Eklund said she did not feel strongly about it, but raised the issue because the public was concerned. She said she did not think it was that important to integrate it into the objectives.

VISION STATEMENT: The word "soon" was eliminated at the beginning of the sentence.

CORE VALUES: Will be displayed as a circular diagram.

OVERVIEW: Council agreed to change the opening statement to read: "This strategic plan is a tool to help our City do a better job - to focus our energy, to ensure that residents, Councilmembers, employees, and other agencies in Novato are working toward the same goals,
and to assess and adjust, when necessary, the City's direction in response to a changing environment.

GOAL 1 - GENERAL PLAN AND ENVIRONMENTAL STEWARDSHIP
Councilmember MacLeamy said the City was willing to meet State requirements, but if it could not, the words "strive to meet requirements" could be inserted. Mayor Athas agreed and questioned whether the words "meets State Requirements" should be eliminated. Councilmember Kellner said that in order to have community and State buy-in, there needed to be much more dialog with the community and the State. She thought the word "strive" sounded artificial and served as a red flag. Ultimately, Council agreed to change the outcome statement to read: "An adopted General Plan and approved Housing Element that has community buy-in, preserves Novato's unique character and environment. An increased awareness of the environment and our impact on natural resources."

PAGE 4, ITEM B-2, SUBMIT NORTH REDWOOD LAND USE RECOMMENDATIONS TO CITY COUNCIL FOR DISCUSSION AND FEEDBACK
Mayor Pro Tem Eklund said that when Council fired the firm DCE because of the way the downtown project was done, suggestions had not been written down and she was not sure that Council had supported them. She said more feedback could be obtained by returning to the community to see what they thought because she did not think it was written clearly. The City Manager said he was reading it differently and noted that no recommendations were ever prepared. He said they needed to go through the process and that he would discuss it with Council when the time came.

Mayor Pro Tem Eklund said perhaps staff could submit a proposed process to Council for approval that would identify recommendations for North Redwood Boulevard. She said Community Development staff never brought back a recommendation or summarized whether staff heard them properly. Responding, the City Manager said this was Council's Strategic Plan and that he hears on a regular basis "When are we going to do something on North Redwood Boulevard?" He noted the new Economic Development Director would have input into the process. Mayor Athas suggested the sentence read: "Prepare, finalize and submit North Redwood Land use recommendations to City Council for discussion and feedback." She said staff could work out the language.

PAGE 4, ITEM E, PURSUE ENVIRONMENTAL SUSTAINABILITY AND GREENHOUSE GAS REDUCTIONS
Mayor Pro Tem Eklund requested an item be added under this heading to examine and replace grass fields with artificial turf to reduce water consumption and electrical usage. Council agreed the item should read: "Explore and replace green fields with artificial turf to decrease water and electrical usage and maximize the use of the fields."
Councilmember MacLeamy asked if applicants have been put on hold when they come forward with interest in North Redwood Boulevard. The City Manager said applicants would need to meet current zoning standards. For example, the Trader Joe's parcels were purchased and if the plans meet accepted zoning they could go through the process.

GOAL 2, FISCAL AND ORGANIZATIONAL SUSTAINABILITY
Council agreed with everything on pages 6 and 7 as written.

PUBLIC COMMENT

12. Trish Boorstein asked where Council would include the words 'fiscal stability,'

13. Al Dugan said the item should include transparency and community based planning, and suggested a conversation occur regarding accountability.

Councilmember Kellner said she said it was best to keep the language simple and thought the word 'transparency' had been overused, did not adequately describe what Council was trying to say, and that the fact that the City makes so much available online should be noted. Mayor Pro Tem Eklund suggested adding the words, 'Improve accessibility and customer service.' Mayor Athas said she would like to hear what the public had to say and agreed the word 'transparency' had been overused. She noted, however, that people seemed to identify with the word and if it was removed, they might think it was left out purposely.

PUBLIC COMMENT

14. Trish Boorstein suggested the words "open government" could be used instead as long as they meant the same thing as transparency.

Councilmember MacLeamy responded that the important message about transparency was apparent in Council's goals, and questioned whether it made sense to add it again. Councilmember Lucan said he would like the word "access" used with regard to technology.

GOAL 3 - THRIVING BUSINESS ENVIRONMENT
Mayor Pro Tem Eklund said it was her suggestion to include the language "high paying jobs" and thought the description worked. She suggested a plan could be created for how to bring higher paying jobs to Novato. Mayor Athas said she didn't want to make it sound as though we were only looking for high paying technology jobs and suggested adding the word "including" in the outcome statement. Councilmember Kellner responded that this was an economic development issue and recognized dialog among Councilmembers and the community was
necessary. She thought this was embedded in Goal #2 because it needed to be included within the context of an overall plan.

Mayor Athas said she heard that part of the community felt left out because so much discussion occurred concerning the downtown when no goals have been included for Bel Marin Keys and Hamilton. She thought if this was going to be an overarching document, something needed to be included, a specific word that says we care about it and we are working on it. May Pro Tem Eklund agreed and referred to the League of California Cities organization that offers a large quantity of reference information regarding helping economic development areas that were not performing. She suggested adding an objective to explore e-tools to address some of the commercial districts, including The Square Shopping Center, the old Pini Building and Bel Marin Keys to make them thrive. Further, she said sales tax was declining as a revenue source and Council needed to consider other revenue resources. After a brief discussion, Councilmember Kellner and Mayor Pro Tem Eklund suggested that A-5 read "Explore and utilize current and available economic tools to address underutilized areas and to catalyze economic development." Mayor Pro Tem Eklund said she wanted to acknowledge certain segments of the community and that, if the three areas were not included, she would not be satisfied.

The City Manager said that the new Economic Development Director would be reaching out to all major employers to ensure they were not leaving, would monitor legislative requirements and would create an economic strategy plan that would include the kind of discussions everyone wanted to have. Ms. Townley said she had heard from the City Manager that there was not enough staff to do all of this work and that items needed to be prioritized. Councilmember MacLeamy said the new Economic Development Director would be looking at trouble spots and everything would be encompassed in the plan. She said we needed to get our fiscal house in order first and then decide what would be done with funds that we do not yet have.

Councilmember Kellner said a lot was wrapped up in #2 and having that plan and she did not support including the names of specific areas. Mayor Pro Tem Eklund said she wanted the economic development person to focus on areas that are not doing well. She thought #2 was lower on the priority list and thought tools were available now. Mayor Athas said the Economic Development Director would search for creative marketing materials and there could be a website created promoting all of Novato as a viable business community. Assistant City Manager Capriola said #5 could read "Explore and utilize economic development tools to catalyze economic development in underutilized or vacant areas of Novato." Mayor Athas stated that over 60 percent of the businesses in Bel Marin Keys were vacant. Ms. Townley observed there was a vacuum without the economic development person and once that person was hired Council would be part of the plan, direction was needed to decide on how to work with that person.

Mayor Pro Tem said that under B-3 a funding mechanism was needed for downtown parking. The City Manager responded that this was to address City offices moving downtown next year and the theoretical loss of parking spaces. Parking spaces will be provided behind
Machin Avenue and staff will be bringing forward an agreement to provide much more parking downtown. Councilmember MacLeamy requested than B-4 be added to reevaluate zoning on ground floor, including retail and mixed use. Councilmember Kellner suggested placing the item on the agenda for discussion and thought it was premature to add it as a goal at this time.

PUBLIC COMMENT

15. Gail Meyers thought it was most important to get money into the general fund. She suggested a way be found to ask the community to identify the businesses they prefer having in the downtown, and to have an item placed on a Planning Commission agenda to discuss ideas of what residents want in different areas of town.

16. Pam Garcia said she worked four years at the Feathered Nest, the owner had a good clientele, but found it tough to operate the business due to a lack of parking. She said the reality was the retail market was not doing well because of competition from the internet. She thought new businesses should be welcomed by providing incentives.

17. Trish Boorstein asked if the new Economic Development Director could address blighted areas and engage in outreach to homeowner associations regarding The Square Shopping Center so that residents could provide input.

A-4. GENERAL PLAN AND ENVIRONMENTAL STEWARDSHIP
Mayor Athas suggested the words "participate or explore" be added. Mayor Pro Tem Eklund said something needed to be done to make property managers active in selecting the right retailers and that staff could rework the language. Council agreed staff would rework the language for item A-4. Councilmember Lucan requested the acronym PRCS be spelled out and requested something be added about limiting youth access to alcohol, and suggested adding "program and services for youth" to item D. The City Manager said that information had been removed it cause it discussed the Coalition for Youth, something we are doing already. Council agreed staff will streamline and rework the language. Councilmember MacLeamy asked if research was being done on item C-4. Councilmember Kellner clarified that this relates to economic development services, jobs and the changing demographics of the community. City Manager Frank said he would get back to Council with additional clarity. He said the City should act as the convener of agencies and non-profits so we understood what was going on in the community and where the gaps were. Councilmember Kellner said the City should also work with the County and the City Manager responded this would not be possible until 2013-14.

PAGE 11, KEY PARTNERSHIP INITIATIVES
Mayor Pro Tem Eklund suggested saying "Manage and complete construction projects."
The City Manager said his group had worked really hard with other jurisdictions and this was not moving forward because of Fannie Mae and Freddy Mac. The Marin Energy Authority was working on a way to make it happen. Mayor Pro Tem Eklund said she would bring it to the League because they are working on it with the National League of Cities. The City Manager responded to Mayor Pro Tem Eklund that 2012-2014 referred to work plan items and that prior dates identify when the items were completed. Councilmember Lucan thanked the City Manager for being efficient by emailing a red-lined version of the plan to Councilmembers for review prior to the meeting. The City Manager said staff would make edits and return the document to Council for final adoption.

3. ADJOURNMENT

The meeting adjourned at 10:00 p.m.

I HEREBY CERTIFY that the foregoing minutes were duly and regularly adopted at a regular meeting of the Novato City Council.

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Sheri Hartz, City Clerk