



THE CITY OF
NOVATO
CALIFORNIA

**NOVATO CITIZENS FINANCE ADVISORY/
OVERSIGHT COMMITTEE MEETING**

held at

922 Machin Avenue
Novato, CA 94945
415/899-8900
FAX 415/899-8213
www.novato.org

**City Administrative Offices
Womack Conference Room
922 Machin Ave**

**June 20th, 2019
7:30 AM**

Chair

Regina Bianucci Rus

Vice Chair

Rafelina Maglio

Commissioners

Caitrin Devine

David Bentley

Cris MacKenzie

Mark Milberg

Tim O'Connor

MINUTES

A. CALL TO ORDER

Meeting called to order at 7:32am. Committee Members: Regina Bianucci Rus, David Bentley (Absent), Rafelina Maglio, Caitrin Devine (Arrived 7:35), Cris MacKenzie, Mark Milberg, Tim O'Connor. Staff Members: City Manager Regan Candelario (Absent), Assistant City Manager Michael Antwine (Arrived 7:45), Management Analyst II Bryan Lopez, Finance Consultant Mark Moses, Finance Consultant Rickey Manbahal. Council Members: Mayor Eric Lucan, Pam Drew (Arrived 8:02).

B. APPROVAL OF FINAL AGENDA

Regina Motioned to approve agenda.: Motion to Approve, seconded. Approved. Ayes: 5 (Bianucci Rus, O'Connor, Maglio, Milberg, MacKenzie) Noes: 0, Abstain 0, Absent 2 (Devine, Bentley)

C. PUBLIC COMMENT

No Public Comment; Sylvia, Eric, and Pam provided responses and feedback to Committee questions regarding section E-1.1

D. COMMITTEE ORGANIZATIONAL ITEMS

D-1: APPROVAL OF APRIL 30TH, 2019 MINUTES

Motion to approve as-is, seconded.: Ayes: 5, Abstain 0, Absent 2.

D-2: APPROVAL OF MAY 16TH, 2019 MINUTES

Motion to approve as-is, seconded.: Ayes: 5, Abstain 1, Absent 1.

E. GENERAL BUSINESS

E-1: ACTIONABLE ITEMS:

E-1.1: DISCUSSION ON POTENTIAL REVENUE OPTIONS

A) Property Tax (Split Roll)

Recommendation to explore taxing property owners for vacancies.

B) Sales Tax

Cannabis Business Tax. Increase of sales tax by ¼ cent. Request to explore options to make taxes succeed.

C) Transient Occupancy Tax

Would like staff to explore an AirBnB, VRBO, and other short-term rental tax/fee revenue options. An additional recommendation was provided to reach out to the existing hotels to determine if they have done studies on the impact of short-term rentals.

D) Business License & Permits

Landlord Permit Fee/Tax

E) City-Wide Fee Study

Request to explore fees billed to service districts where activities negatively impact City property and services.

F) Community Sponsors and Booster Club

Request to explore partnerships, and community sponsorship, or booster club, to revitalize the Hamilton Pool. Propose revising agreement of the Hamilton Pool with San Rafael

Committee discussed several options including: Paid Parking in the Downtown area and other City Properties. Revitalizing vacant or non-revenue generating properties to become revenue generating. Incentivize employees for grant funding. Create more robust downtown. Committee is curious what is being done to bring business and people to Novato to increase potential revenue. Proposal to bring more youth activity centers such as Scandia, Rebounderz, or others.

Committee overwhelmingly requested that the City determine “Who we are” and market the vision for buy-in. The lack of vision is believed to be the cause of a lack of revenue and growth.

F. COMMITTEE / STAFF COMMENTS

Committee stated that the meeting was very productive and requests a continuation of these meetings. O'Connor provided additional recommendation to remain focused on the numbers and avoid other political items that may be outside the purview of the committee. Committee stated a willingness to take on responsibilities to create and prepare finance documents such as a “Budget Brief”.

G. FUTURE MEETINGS

Next meeting scheduled for July 18th, 2019

H. ADJOURNMENT

Motion to adjourn, seconded; Meeting adjourned at 9:04am