



**COMMUNITY ENHANCEMENT
ADVISORY COMMITTEE
WORK PLAN FY '17-'18**

Adopted by the City Council: 07/25/2017

**CITY OF MILLBRAE
621 MAGNOLIA AVENUE
MILLBRAE, CA 94030**

COMMUNITY ENHANCEMENT ADVISORY COMMITTEE

The City Council established the Community Enhancement Advisory Committee to advise the City Council on certain matters further defined in Resolution No. 16-39 as follows:

- A. To advise the City Council regarding the aesthetic and physical environment of the City of Millbrae.
- B. To focus on education, recognition and advocacy.
- C. To act as liaison with other organizations
- D. To act in concert with the City Council

City Council Priorities for FY 2017-2018:

- Make significant progress on the Millbrae Station Area Specific Plan (implementation)
- Implement downtown economic development plan
- Develop infrastructure plan process/budget
- Improve public safety
- Make significant progress on the General Plan
- Rebuild Community Center

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COMMUNITY ENHANCEMENT ADVISORY COMMITTEE

FY 2017-2018 Work Plan Tasks

TASK

Brief Description

Task 1: Advisory Body to the City Council. As an on-going activity, serve as the recommending body for matters as defined in Resolution No. 16-39. Establish an effective liaison with the Chamber of Commerce, and other business associations and property owners. Keep abreast of current and emerging issues.

Task 2: Programs. Develop a program and make recommendations to the City Council regarding recognition to property owners and businesses for their efforts to beautify properties and conserve water. Participate in education and advocacy for city programs and initiatives which promote the beauty of the City and protection of the environment. On an as needed basis, provide input to decision makers regarding art installation and programming.

Task 3 – Downtown Enhancements. To address City Council Priorities, serve as an advisory body for development and review of proposals to address the physical enhancements, programming or other items in the downtown.

Task 4*: Rebuild Community Center. To address City Council Priorities, one member of the Committee shall serve on the Advisory Committee for the Community Center Rebuild project. Provide input and guidance to the Consultants and City Council.

Task 5*: General Plan/Planned Development Area. To address City Council Priorities, participate as an advisory body to the Planning Commission and City Council at defined milestones for the General Plan and the Planned Development Area. Host a meeting during the Planned Development Area design charrette

* City Council Priority

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Task 1: Advisory Body to City Council

Completion Date: On-going.

Participants: Community Enhancement Advisory Committee Members, Staff

Suggested Resources: Municipal Code, General Plan and other adopted studies and guidelines

Steps to Completion: Hold regularly scheduled meetings. Keep abreast of issues affecting the City.

Fiscal Commitment: Staff time and services and supplies budget for copying, noticing.

Staff Role: Provide support and liaison to the Community Enhancement Advisory Committee

Council Role: Receive Community Enhancement Advisory Committee recommendations

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Task 2: Programs

Completion Date: June 2018

Participants: Community Enhancement Advisory Committee Members, Staff, affected stakeholders

Suggested Resources: Public Works and Community Development Staff, Finance Department, stakeholders

Steps to Completion: Twice annually, nominate Millbrae properties for Beautification and Water-Wise landscaping awards. Conduct a vote and present awards at a City Council meeting. Collaborate with the Chamber of Commerce annually in the Business Beautification Award Program. Participate in education and advocacy for city programs and initiatives that promote the beauty of the City and protection of the environment such as Operation: Clean Sweep, coastal clean-up and special events. Annually, participate in City sponsored Arbor/Earth Day activities in April and Coastal Clean-up activities in September. Develop a schedule and tasks to be accomplished during the fiscal year.

Fiscal Commitment: Staff Time and services and supplies budget.

Staff Role: Provide analysis to the Community Enhancement Advisory Committee.

Council Role: Receive the Community Enhancement Advisory Committee recommendations and determine action to be taken.

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Task 3: Downtown Enhancements

Completion Date: On-going.

Participants: Community Enhancement Advisory Committee Members, Staff, affected stakeholders

Suggested Resources: Downtown Enhancements implementation project (approved by City Council on 9/6/16), and other City documents and studies.

Steps to Completion: Work with staff, stakeholders, business and property owners in the downtown to review options for downtown enhancements. Work with staff on a plan to upgrade plantings in the planters and in the placement of new planters to be located in the downtown and make recommendations. Act as champions for the downtown.

Fiscal Commitment: Staff time and services and supplies budget.

Staff Role: Provide analysis to the Community Enhancement Advisory Committee.

Council Role: Receive the Community Enhancement Advisory Committee recommendations and determine action to be taken.

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Task 4*: City Council Priority – Rebuild Community Center

Completion Date: Throughout FY 2017- 2018

Participants: City Council, Parks and Recreation Commission, Community Center Rebuild Advisory Committee, Consultants, staff.

Suggested Resources: Meeting materials and studies prepared as part of the process for the Community Center Rebuild Project.

Steps to Completion: One member shall serve on the Advisory Committee that committee will meet on six (6) occasions and their role is to provide oversight and act as a project sounding board as well as act as community ambassadors for the project. Advisory Committee member will relay and update the status of the project back to the Community Enhancement Advisory Committee as a whole. Meet milestones for meetings. Receive and review recommendations from consultants. Make recommendations to Consultants and City Council.

Fiscal Commitment: Staff Time, other City funds as appropriate

Staff Role: Provide analysis to the Community Enhancement Advisory Committee.

Council Role: Receive recommendations regarding the Community Center Rebuild and determine action to be taken.

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Task 5*: City Council Priority - General Plan/Planned Development Area

Completion Date: Fall 2018

Participants: City Council, Planning Commission, Community Enhancement Advisory Committee, Consultants, staff.

Suggested Resources: General Plan, other City documents and Planning Studies,

Steps to Completion: Conduct a meeting of the Community Enhancement Advisory Committee concurrent with the scheduled milestones for the Planned Development Area design charrette. Receive and review recommendations from consultants. Make recommendations to consultants and the Planning Commission regarding the General Plan/Planned Development Area. Provide input to Planning Commission and General Plan Consultants regarding the Draft General Plan.

Fiscal Commitment: Staff Time, Grant funds and other City funds as appropriate

Staff Role: Provide analysis to the Community Enhancement Advisory Committee.

Council Role: Receive recommendations regarding the General Plan/Planned Development Area and determine action to be taken.