



**MILLBRAE CITY COUNCIL
MINUTES
January 29, 2013**

CALL TO ORDER MILLBRAE CITY COUNCIL

Mayor Papan called the meeting to order at 7:00 p.m.

ROLL CALL: Mayor Gina Papan, Vice Mayor Nadia V. Holober, Councilmembers Wayne J. Lee, Marge Colapietro, and Robert G. Gottschalk.

PLEDGE OF ALLEGIANCE TO THE U.S. FLAG

AGENDA OVERVIEW/STAFF BRIEFING

City Manager Marcia Raines reviewed the agenda items, introducing John Ford, longtime Millbrae resident, current Executive Director of the Peninsula Traffic Congestion Relief Alliance and previous CEO of the Millbrae Chamber of Commerce, who was asked to facilitate this strategic planning meeting.

PUBLIC COMMUNICATION

None.

EXISTING BUSINESS

1. Economic Development – Council Approval of Letter to BART Regarding Development Adjacent to BART Station.

Mayor Gina Papan explained the proposed letter, adding that Councilmember Robert Gottschalk had submitted a one paragraph addendum to the proposed letter.

Councilwoman Marge Colapietro stated that she had reviewed the letter and feels that BART has heard in various forms what the City of Millbrae wants adding that she feels it is up to BART to select their own project and developer, however they should be sure to review the plans remembering that the City of Millbrae supports labor and prevailing wages and we should allow BART's process to continue and she chose not to have her name on the proposed letter.

Councilmember Wayne Lee stated that BART seems to be confused and unclear on the City's intentions and feels it is important that the City of Millbrae clearly states to BART what is wanted in the project, adding that Councilmember Gottschalk's addendum would make it even clearer by stating that the City cannot give financial support.

Mayor Papan stated that the City Council must do what is best for the City of Millbrae and feels that we need to make sure that BART knows what the City of Millbrae wants and whatever project they choose, the City wants a hotel element. She added that the project needs to move forward to create new revenue to make this City great and show BART that we are united. She stated that she is willing to include Councilmember Gottschalk's addendum in order to move sending the letter forward.

Councilwoman Nadia Holober concurred with the Mayor and Councilmember Lee stating that she feels this letter is appropriate to send at this time as a unified letter from the whole Council expressing what Millbrae’s preferences are.

Councilmember Robert Gottschalk stated that the addendum he submitted would try to make sure that the BART Board of Directors understands that the City will not be able to assist financially. He added that he does share some of Councilmember Colapietro’s concerns such as: “Is it the City’s role to try to influence BART’s decision in which developer they choose?”

Upon a motion/second by Papan/Lee Council approved the letter with the addendum to be sent to BART by a vote of 4:1; Councilmember Colapietro cast the dissenting vote.

NEW BUSINESS

2. Goal and Priority Setting for 2013.

Mayor Papan began by stating that this is the first time the Millbrae City Council has used a public forum to set goals and priorities for the 2013 year.

City Manager Raines stated that staff had compiled some goals from what Council has indicated over the last couple of months are priorities, and they are only intended to start the conversation.

John Ford stated that during this informal process the focus should be on setting actions for the next 12, 24 or even 36 months and not just an action list for staff. Mr. Ford added that this kind of strategic planning should include the following categories:

- Financial Stability
- Economic Development
- Facilities and Infrastructure
- Communication and Outreach

During the ensuing discussion, the Council identified the following goals and objectives as priorities:

Goal: Financial Stability

Objectives:

1. Revenue Measures i.e.: Fire Assessment expiration
2. Continue with Fire Merger & related issues
3. Shared Services/contract services
4. New revenue sources - Pursue grant opportunities
 - a. Setting up electric vehicle charging stations
 - b. Revisit the possibility of installing parking meters in the city
5. Debt Reduction (Review and restructure long term debt obligations)
6. Protect existing revenue sources
7. Labor Agreements – 5% concessions
8. Efficiency/Technology enhancements
 - a. Staffing

Goal: Economic Development

Objectives:

1. Fill storefronts
 - a. Identify all retail & commercial locations
2. Hire Economic Development Person
3. Adopt ED strategy
4. Make Millbrae more desirable to businesses
 - a. Downtown Wi-Fi
 - b. Sign ordinance review
 - c. Streamline permit/planning application process
 - d. Update the General Plan
 - e. Update MSASP – get some property owners on board
 - f. Develop a theme or standardize the downtown signs, etc
5. Tell the story of Millbrae via technology
 - a. Website
 - b. Facebook
 - c. Link websites with hotels/businesses
6. Only allow Millbrae banners downtown
 - a. Review banner policy – keep the Shop Millbrae banner up most of the time
7. Showcase different businesses each month
 - a. Electronic message board
8. Revitalize the downtown - Develop a Mission/Vision
9. Develop SFPUC properties

Goal: Facilities & infrastructure

Objectives:

1. Fix roads/potholes
2. ECR safety - crosswalks
3. Work with community to completion and operation of MCYC
4. Sewer, water and storms drains systems
5. Reopen Mills Estates Park
6. Replace playground equipment
7. Rotate playing fields closures
8. Dog Park
9. Explore partnerships for public space utilization
10. Develop SFPUC properties
11. Develop CIP with long term funding sources
12. Improved street lights on ECR – lighting up your town
13. Sign visibility
14. Fundraising/naming rights

Goal: Communication & Outreach

Objectives:

1. Website update
2. New Millbrae Now
3. Shop Millbrae First
4. Banner policy
5. Branding/Imaging
6. Master City Calendar (all organizations)

- 7. Filling Committees
- 8. Increased media (Press releases)
- 9. Communicate in other languages
- 10. Social Media strategy (facebook, twitter)

Sammy Lee, Millbrae business owner, stated that the community needs a vision and mission of who Millbrae is, an identity and an image adding that he was attracted by the image that Millbrae was a good place to raise a family.

Desmond Yuen, Millbrae resident and member of the Downtown Process Committee, recommended that the City charge for parking in order to increase revenues.

John Ford requested that each Councilmember select their top 3 priorities from each category. The following are the results:

Economic Development

- 1. Storefront fill up - attract/retain business
- 2. General Plan update
- 3. Adopt economic development strategy
- 4. Streamline planning process

Financial Stability:

- 1. Revenue measure regarding Fire Assessment
- 2. Fire merger completion
- 3. Develop/find new revenue sources

Communication/Outreach:

- 1. Website update
- 2. Multilingual communication
- 3. Branding/imaging

Facilities/Infrastructure:

- 1. Millbrae Community Youth Center (MCYC) completion/operations funding
- 2. El Camino Real crosswalk safety
- 3. El Camino Real street lights

Mayor Papan requested that this item be placed on the next regularly scheduled meeting agenda in order to review the list and give priority order (1 – 13) to each of the objectives identified.

ADJOURN CITY COUNCIL

There being no further business to discuss the City Council adjourned at 9:55 p.m.

BY: _____
City Clerk

APPROVED: _____
Mayor