



ECONOMIC VITALITY ADVISORY COMMITTEE
Millbrae Museum – 420 Poplar Ave, Millbrae, CA 94030
8:30 AM – Wednesday – May 23, 2018

DRAFT MINUTES

I. **ROLL CALL:** Present: Chair Rogers, and Members Bruce, Yuen, Cesario, and Ducote. Excused: Member Fitzgibbons, Aubright, and Lauer. Also present: Millbrae Chamber of Commerce's Liaison, President/CEO Lorianne Richardson, Community Enhancement Advisory Committee Liaisons Janet Creech and Valerie Carley and Elisa Tierney, City of Millbrae.

II. **PUBLIC COMMUNICATION:** Community Enhancement Advisory Committee Liaisons Creech and Carley updated the Committee on recent work of the parking subcommittee and asked for feedback on a parking chart they created. The chart identified type of parking (short duration to long-term), issues, and needs of various stakeholders (e.g., residents, employees, shoppers).

A free flowing discussion followed, with Committee members asking for a status update on the May 22, 2018 Closed Session meeting item number two, Conference with Real Property Negotiators regarding price and terms of sale/lease of various properties in and around the downtown area. After some discussion, *Member Bruce moved, seconded by Ducote, to invite the City Manager to attend an upcoming Economic Vitality Advisory Committee meeting as soon as possible to provide a status report on these properties. Motion passed 5-0-0. (Aubright, Fitzgibbons, and Lauer absent).*

III. **APPROVALS:** *Member Ducote moved to approve the April 25, 2018 meeting minutes, seconded by Cesario, passed 5-0-0*

IV. **COUNCIL UPDATE:** None.

V. **2017 – 2018 WORK PLAN CLARIFICATION – COUNCIL PRIORITIES:**

- **General Plan/Priority Development Area (PDA) Specific Plan:** Staff stated that the creation of a specific plan for the downtown area, (the Priority Development Area, or PDA Specific Plan) is currently underway. This Plan is anticipated to provide the specific detail on a vision for future downtown revitalization, development, and enhancements. It would set the policies, detailed regulations for land uses, building standards and urban form design standards. It would identify improvements to the streetscape and public spaces, and include a strategy for implementation. It is anticipated that the Economic Vitality Advisory Committee will review the draft PDA Specific Plan as part of the Specific Plan's formal review and approval process. Once the PDA Specific Plan is approved, the creation of an Economic Development Strategy Plan would provide the specific next steps on financing, implementation, and marketing for the downtown, consistent with the downtown vision outlined in the PDA Specific Plan. Staff hopes that a draft of the PDA Specific Plan is distributed for review in the next few months.

- **Downtown Economic Development Plan:** Discussion focused on two key components of downtown revitalization: the creation of additional public parking and improvements; and securing the participation/commitment of the downtown merchants and property owners regarding any revitalization plans. Committee members commented that all parties, business and property owners, as well as the City, should have "skin in the game," and that the creation of a business improvement district (BID), a likely best alternative for the financing of improvements and enhancements to the downtown area (including additional parking), will be difficult to accomplish without the support and financial commitment of the merchants and property owners. Members suggested reaching out and securing the involvement of groups like Millbrae Pride, and the Peninsula Chinese Business Association (PCBA). Burlingame was mentioned as a good example of an engaged city whose economic revitalization of its downtown has been successful.

While Committee members discussed undertaking a survey of downtown property owners and merchants as soon as possible. Such a survey would seek input as to the critical issues in the downtown as well as improvements they would be willing to support. While all Committee members want to take action quickly, it was recognized that a survey and BID would more likely be successful if the necessary time was taken to build relationships and strengthen communication with property and business owners, as outlined above.

VI. **STAFF REPORTS:** City staff discussed business attraction and the need to identify Millbrae's relative strengths and weaknesses regarding its commercial business mix. Staff shared some preliminary data on sales tax capture and gaps by economic category. An animated discussion ensued regarding efforts the Committee and City staff can undertake to attract new retail in underserved economic categories in Millbrae, and how to engage the downtown merchants and property owners in future discussions. It was generally held that the lack of retail diversity in the reliance on restaurants in the downtown area increases the susceptibility of the City to sales tax volatility in the event of an economic downturn.

VII. **ADJOURNMENT:** 9:45 am.

Next Meeting: June 27, 2018