



ECONOMIC VITALITY ADVISORY COMMITTEE
Community Center Classroom, 623 Magnolia Avenue, Millbrae, CA 94030
7:00 PM – Wednesday – November 28, 2018

DRAFT MINUTES

- I. **ROLL CALL:** Present: Chair Rogers, and Members Aubright, Cesario, Ducote, Lauer, Ng, Yuen. Excused: Member Bruce. Absent: Member Fitzgibbons. Also present: Vice Mayor Reuben Holoher, Millbrae Chamber of Commerce's Liaison, President/CEO Lorianne Richardson, Community Enhancement Advisory Committee Liaison Valerie Carley, City of Millbrae staff members Tom Williams, City Manager and Elisa Tierney, Housing and Economic Development Manager, and Marco Li Mandri, President of New City America.
- II. **PUBLIC COMMUNICATION:** None.
- III. **COUNCIL UPDATE:** Council Member Holoher provided an update on recent Council activity, including the approval of a contract to develop and implement Citywide development impact fees for every new development in the downtown area, recent activity related to the BART TOD projects, and status of the Recreation Center Restoration Project and the impact of the failure of the Measure II bond to obtain sufficient votes to pass.
- IV. **BUSINESS IMPROVEMENT DISTRICT PRESENTATION/DISCUSSION:** BID/Community Benefit District consultant Marco Li Mandri discussed the steps and timeframe for determining the feasibility of forming a Downtown Millbrae Community Benefit District (CBD) in order to fund additional improvements and services. The first step is to define a preliminary survey area and contact all property owners within this area to determine the type of special benefit services and improvements they would be interested in. It is anticipated that a letter and questionnaire will be distributed to these property owners in early January. The weight of each property owner's vote, is dependent upon the linear footage, lot size, and building square footage of the property, with larger more developed properties having greater voting power. If the results of the survey indicate property owner support for a CBD, then the City will undertake the steps to formalize the District, which could be up and running by year end, 2019. An enthusiastic discussion ensued, with Members seeking clarification on a number of specifics.
- V. **2018 – 2019 COMMITTEE WORK PLAN:** Due to time constraints, this item was tabled to the next meeting. A brief discussion of meeting times followed, with the Committee agreeing to identify and approve a regular meeting time at its meeting in January. Committee further agreed to hold the January meeting on the 16th, the 3rd Wednesday of the month, at 6:00 pm. *Member Cesario moved, seconded by Member Ng, to convene the next meeting at 6:00 pm on January 16th, 2019. Motion passed 7-0-0 (Bruce excused, Fitzgibbons absent).*
- VI. **ADJOURNMENT:** *Member Aubright moved, seconded by Member Cesario to adjourn meeting. Motion passed 7-0-0 (Bruce excused, Fitzgibbons absent).* Meeting adjourned 8:47 pm.

Next Meeting: January 16, 2018, 6:00 pm, Community Center Classroom. *Please note this meeting is listed as a Special Meeting due to the change in date and time of meeting.*