

San Rafael City Council Economic Development Subcommittee

Members: Mayor Phillips and Councilmember Gamblin (Subcommittee Chair)

Purpose. The Economic Development Subcommittee is a standing subcommittee that will work on issues related to creating a strong business sector, increasing San Rafael's economic vitality and the vibrancy of Downtown. Issues will include:

1. Development and reuse processing issues
 - a. Better use of City website
 - b. Zoning amendments
2. Downtown Parking, Promotions/Events, Public Safety, and Visual Appeal
3. Redevelopment - reuse of sites in Downtown
 - a. PG&E
 - b. Developer interest in Downtown for transit oriented development
4. Supporting the industrial areas in East and North San Rafael
5. Downtown Storefront vacancies, including the three former Yardbirds buildings
6. Ideas to support the Business Improvement District (BID)

Background. The City's General Plan and Downtown Vision set the stage for a successful revitalization of the Downtown. The City must now capitalize on our assets to keep the local economy strong and continue to attract well-paying jobs and businesses that help provide a strong tax base to maintain City services and enhance the quality of life for our residents.

Schedule/Meetings. The Subcommittee meets monthly.

Community Participation.

- The Subcommittee will continue to meet annually with a small group of invited stakeholders (local businesses, residents, retail/office brokers, Chamber and BID)
- Additional community meeting(s) may include:
 - Meeting with the Economic Development/Affordable Housing CAC (Citizens Advisory Committee)/BID
 - Holding a City Council study session or series of community meetings
 - Creating a City task force with community member participation

Objectives: Identify implementing actions for the City and other agencies or individuals to undertake to improve the economic vitality of the City.

Timeline: Details to be determined.

Staff: City Manager and Economic Development Manager