



CITY OF NOVATO
C A L I F O R N I A

Economic Development Advisory Commission

Meeting Agenda

Thursday, June 4th, 2026 PM

**City Hall
Novato Council Chambers
922 MACHIN AVENUE
NOVATO, CA 94945**

Chair

Alex Tishman

Vice Chair

Christina Mendes

Members

Daniel Christian

Harry Thomas

Susan Wernick

Bradley Wright

Thomas Young

Sylvia Barry, Ex-Officio

Miriam Hope Karell, Ex-Officio

Staff Liaison

Katie Skjerpung, Economic Development Manager

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison at (415) 899-8903. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodations to help ensure accessibility to this meeting.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF THE FINAL AGENDA

C. PUBLIC COMMENT

All members of the public wishing to address the Economic Development Advisory Commission are welcome. There is a three-minute time limit to speak although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield his or her time to another speaker.

For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken.

D. CONSENT ITEMS

All matters listed on the Consent Calendar are considered to be routine and will be enacted by a single vote of the Commission. There will be no separate discussion unless specific items are removed from the Consent Calendar for separate discussion and action. Any Commissioner may remove an item from the Consent Calendar and place it under General Business for discussion.

D.1 Approve the meeting minutes of May 7th, 2026

E. UNFINISHED AND OTHER BUSINESS

F. GENERAL BUSINESS

These items include significant and administrative actions of special interest and will usually include a staff presentation and discussion by the Commission. They will be enacted upon by a separate vote.

F.1 Receive a presentation SMART General Manager Eddy Cummins.

F.2 Report-Out on Business Visitation Program and discuss any actions proposed for consideration in the Economic Development Strategic Plan.

F.3 Consider Adopting 2026-2027 Economic Development Advisory Commission Work Plan.

G. COMMISSIONER COMMENTS

H. STAFF UPDATES

I. ADJOURNMENT

If urgent matters arise after the publication of the regular agenda, there will be an addendum. It will be posted at the referenced locations mentioned in the Affidavit of Posting by Friday at 5:00 p.m., the week before the meeting. Materials, that are submitted to members of the Commission after the distribution of the agenda packet will be made available on the City of Novato website at novato.org when practical and provided that City staff is able to post those documents prior to the meeting. When non-confidential written materials are distributed to members of the Commission during a public meeting by staff or a member of the Commission, it shall be made available online following that meeting.

AFFIDAVIT OF POSTING

I, Addison Luong, certify that on the Thursday before the Economic Development Advisory Commission meeting of June 4th, 2026 the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website at www.novato.org.

/Addison Luong/
Senior Office Assistant



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CITY OF NOVATO
C A L I F O R N I A

Economic Development Advisory Commission

Meeting Draft Minutes

Thursday, May 7, 2026 – 3:00 PM

**CITY HALL
901 SHERMAN AVENUE
NOVATO, CA 94945**

Chair

Alex Tishman

Vice Chair

Christina Mendes

Members

Daniel Christian

Harry Thomas

Susan Wernick

Bradley Wright

Thomas Young

Sylvia Barry, Ex-Officio

Miriam Hope Karell, Ex-Officio

Staff Liaison

Katie Skjerpung, Economic Development Manager

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A. CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair Tishman at 3:02 PM

Commissioners Present: Commissioners Present: Daniel Christian, Christina Mendes, Harry Thomas, Alex Tishman, Susan Wernick, Thomas Young, Ex-Officio Sylvia Barry, Ex-Officio Karell

Absent: Bradley Wright

Staff Present: Economic Development Manager Katie Skjerpung, Principal Management Analyst Katie Hawn, Management Analyst I Stacey Hoggan, Senior Office Assistant Addison Luong

B. APPROVAL OF THE FINAL AGENDA

Upon motion by Commissioner Thomas and seconded by Commissioner Christian the Commission voted 6-0-0-1 to approve the final agenda

Ayes: Christian, Mendes, Thomas, Tishman, Wernick, Young

Noes: None

Abstain: None

Absent: Wright

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve the Meeting Minutes of April 2nd, 2026

Upon motion by Commissioner Thomas and seconded by Commissioner Wernick the Commission voted 6-0-0-1 to approve the meeting minutes of April 2nd, 2026.

Ayes: Christian, Mendes, Thomas, Tishman, Wernick, Young

Noes: None

Abstain: None

Absent: Wright

E. UNFINISHED AND OTHER BUSINESS

None

F. GENERAL BUSINESS

These items include significant and administrative actions of special interest and will usually include a staff presentation and discussion by the Commission. They will be enacted upon by a separate vote.

F.1. Receive a Presentation from Good City on Progress of Economic Development Strategic Plan

Sabina Moore, a consultant for Good City Company provided a detailed project overview on the current development of the Economic Development Strategic Plan. Included in the presentation was an introduction to economic development, goals the strategic plans hopes to address and a multistep plan to assess the community's needs and examine possible areas of development for Novato.

Through community engagement efforts the City was able to determine Novato's strengths, challenges and priorities. Business attraction and retention and retail revitalization for underperforming centers ranked among the top goals. Other focuses involved themes of Novato's economic vision, investment opportunities and improving the barrier of entry for opening a business. The consultants identified seven focus areas in Novato for potential investment and future economic development opportunities. During the strategic planning process, Good City will be evaluating focus areas and developing examples of goals, objectives, and actionable steps for the future.

G. COMMISSIONER COMMENTS

Commissioner Wernick recommended that Economic Development Advisory Commissioners walk Downtown Novato to familiarize themselves with which storefront vacancies currently exist.

Commissioner Thomas is pleased with the progress, suggested that goals and actions have a time frame that is achievable.

Vice Chair Mendes would like to see downtown businesses involved and engaged with the development of

the strategic plan.

H. STAFF UPDATES

Economic Development Manager Katie Skjerpig thanked staff and event partners on a successful Small Business Week Networking Event.

The Economic Development Strategic Plan Workshop is scheduled for May 5th, 2026.

Novato Chamber of Commerce Leadership Graduation is scheduled for May 13th, 2026

Novato Art and Wine Festival scheduled for June 13th and June 14th.

I. ADJOURNMENT

The meeting adjourned at 4:16 PM

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/Addison Luong/ Senior Office Assistant

STAFF REPORT

MEETING

DATE: June 4, 2026

TO: Economic Development Advisory Commission

FROM: Katie Skjerpig, Economic Development Manager

SUBJECT: Draft EDAC 2026-2027 Work Plan

REQUEST

The Economic Development Advisory Commission is asked to review and adopt its work plan for the 2026-2027 Fiscal Year.

DISCUSSION

The attached draft EDAC work plan was prepared by the EDAC Work-Plan Ad Hoc Committee at its May 28, 2026 meeting. The work plan reflects a continuation of EDAC's successful ongoing programs, such as the Business Visitation Program, small business events, and speaker series, as well as several actions in accordance with the Commission's advisory role, such as advising on the implementation of the Economic Development Strategic Plan and the next phases of the Tenant Improvement Grant Program.

The Commission is asked to review, discuss, and consider adopting the 2026-2027 Work Plan.

DRAFT Economic Development Advisory Commission



Fiscal Year 2026/2027 Work Plan

OVERVIEW

The Economic Development Advisory Commission (Commission) was established by the Novato City Council to be advisory to the Council and City Staff and to review and recommend programs and policies that will help advance the economic interest and vitality of the City, its residents, and businesses. The mission of the Commission is to support economic vitality and development and make recommendations on: Downtown Revitalization, Business attraction and expanding the commercial, retail and overall economic base of the community.

COMMISSION WORK PLAN

FISCAL YEAR 2026/27

Quarter 1 – July to September 2026

- Establish a plan for conducting Business Visits during Fiscal Year 2026/2027, targeting a minimum of 2 businesses per month throughout the year, with a goal of more than 2 per month.
- Conduct 6 business visits.
- Prepare Advisory comments to Council in preparation for approval of Economic Development Strategic Plan (EDSP).
- Refine list of future speakers to attend EDAC to present to the Commission in an effort to build partnerships, enhance commission capacity, and share information/resources.
- Support and promote the Tenant Improvement Grant Program.

Quarter 2 – October to December 2026

- Provide feedback on phase one actions and suggest priorities and strategies to implement the adopted EDSP.
- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.
- Advise and provide feedback on potential storefront cannabis policy and engage in related public outreach.
- Receive a housing update and briefing on permit process improvements.

Quarter 3 – January to March 2027

- Continue providing feedback on priorities and strategies to implement the adopted EDSP.

- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.
- Advise, support, and promote the Tenant Improvement Grant Program, and consider providing recommendations for the 2027-28 grant allocation.
- Consider lessons learned from speaker presentations to date and identify additional possibilities for collaboration and capacity building.

Quarter 4 – April to June 2026

- Conduct and report out on business visits and identify potential City initiatives and policy changes to respond to business needs.
- Continue providing feedback on priorities and strategies to implement the adopted EDSP.
- Host a small business event during National Small Business Week.
- Advise, support, and promote the Tenant Improvement Grant Program.
- Develop work plan for Fiscal Year 2027/2028.