



**ECONOMIC VITALITY
ADVISORY COMMITTEE
WORK PLAN FY '17-'18**
Adopted by the City Council:
07/25/2017

CITY OF MILLBRAE
621 MAGNOLIA AVENUE
MILLBRAE, CA 94030

ECONOMIC VITALITY ADVISORY COMMITTEE

The City Council established the Economic Vitality Advisory Committee to advise the City Council on certain matters further defined in Resolution No. 16-40 as follows:

- A) To advise the City Council on economic development strategies consistent with the City's adopted economic development plan Mission and Goals.
- B) To focus on existing and emerging businesses of the economy, including (but not limited to) Millbrae's Business, Downtown and Tourism sector.
- C) To act as liaison with City organizations and business associations.
- D) To act in concert with the City Council.

City Council Priorities for FY 2017-2018:

- Make significant progress on the Millbrae Station Area Specific Plan (implementation)
- Implement downtown economic development plan
- Develop infrastructure plan process/budget
- Improve public safety
- Make significant progress on the General Plan
- Rebuild Community Center

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ECONOMIC VITALITY ADVISORY COMMITTEE

FY 2017-2018 Work Plan Tasks

TASK

Brief Description

Task 1: Advisory Body to the City Council. As an on-going activity, serve as the recommending body for matters as defined in Resolution No. 16-40. Keep abreast of current and emerging issues.

Task 2: Budget recommendations. Annually review and make recommendations to the City Council regarding activities the Committee will address to further implementation of economic development strategies. At least once annually, invite members of the Tourism Community to participate in the discussion of recommendations.

Task 3*: Implement Downtown Economic Development Plan. To address City Council Priorities, serve as the advisory body for development and review of proposals to address the economic development of the downtown, including physical enhancements, formation of a business improvement district, advertising, programming or other items. Provide recommendations to the City Council concerning implementation.

Task 4*: Rebuild Community Center. To address City Council Priorities, one member of the Committee shall serve on the Advisory Committee for the Community Center Rebuild project. Provide input and guidance to the Consultants and City Council.

Task 5*: General Plan/Planned Development Area. To address City Council Priorities, participate as an advisory body to the Planning Commission and City Council at defined milestones for the General Plan and the Planned Development Area. Provide input to Planning Commission and General Plan Consultants regarding the Draft General Plan.

* City Council Priority

**ECONOMIC VITALITY ADVISORY COMMITTEE
FY 2017-18 Work Plan**

Task 1: Advisory Body to City Council

Completion Date: On-going .

Participants: Economic Vitality Advisory Committee Members, Staff

Suggested Resources: Economic Development Plan and other adopted studies and guidelines..

Steps to Completion: Hold regularly scheduled meetings. Keep abreast of issues affecting the economic vitality of the City. Receive staff briefings on issues affecting the economic vitality of the community and at the Committee's choosing provide comment to staff for transmittal to the approving bodies

Fiscal Commitment: Staff Time and services and supplies budget for copying, noticing.

Staff Role: Provide support and liaison to the Economic Vitality Advisory Committee.

Council Role: Receive Economic Vitality Advisory Committee recommendations.

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Task 2: Budget Initiatives

Completion Date: June 2018

Participants: Economic Vitality Advisory Committee Members, Staff, affected stakeholders

Suggested Resources: Community Development Department Staff, Finance Department, stakeholders

Steps to Completion: Annually, conduct an evaluation of Economic Development Plan. Provide analysis and recommendations for consideration and recommendation to the City Council. Report progress on activities conducted during the fiscal year.

Fiscal Commitment: Staff Time and services and supplies budget

Staff Role: Provide analysis to the Economic Vitality Advisory Committee.

Council Role: Receive the Economic Vitality Advisory Committee recommendations and determine action to be taken.

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Task 3*: City Council Priority – Implement Downtown Economic Development Plan

Completion Date: Throughout FY 2017- 2018

Participants: City Council, Economic Vitality Advisory Committee, Consultants, staff.

Suggested Resources: Economic Development Plan, other City documents and studies.

Steps to Completion: Work with staff, stakeholders, businesses and property owners to develop and implement a Downtown Economic Development Plan. Act as champions for the downtown. Participate in development of a Business Improvement District. Receive and review recommendations from consultants. Make recommendations.

Fiscal Commitment: Staff Time and Capital Improvement Program funds and other funds as may be available.

Staff Role: Provide analysis to the Economic Vitality Advisory Committee

Council Role: Receive recommendations and determine action to be taken.

**ECONOMIC VITALITY ADVISORY COMMITTEE
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Task 4*: City Council Priority – Rebuild Community Center

Completion Date: Throughout FY 2017- 2018

Participants: City Council, Parks and Recreation Commission, Community Center Rebuild Advisory Committee, Consultants, staff.

Suggested Resources: Meeting materials and studies prepared as part of the process for the Community Center Rebuild Project.

Steps to Completion: One member shall serve on the Advisory Committee which will meet on six (6) occasions and whose role is to provide oversight and act as a project sounding board as well as act as community ambassadors for the project. Advisory Committee member will relay and update the status of the project back to the Economic Vitality Advisory Committee as a whole. Meet milestones for meetings. Receive and review recommendations from consultants. Make recommendations to Consultants and City Council.

Fiscal Commitment: Staff Time, other City funds as appropriate

Staff Role: Provide analysis to the Economic Vitality Advisory Committee.

Council Role: Receive recommendations regarding the Community Center Rebuild and determine action to be taken.

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Task 5*: City Council Priority - General Plan/Planned Development Area

Completion Date: Fall 2018

Participants: City Council, Planning Commission, Economic Vitality Advisory Committee, Consultants, staff.

Suggested Resources: General Plan, other City documents and studies,

Steps to Completion: Conduct a meeting of the Economic Vitality Advisory Committee concurrent with the scheduled milestones for the Planned Development Area design charrette. Receive and review recommendations from consultants. Make recommendations to consultants and the Planning Commission regarding the General Plan/Planned Development Area. Provide input to Planning Commission and General Plan Consultants regarding the Draft General Plan.

Fiscal Commitment: Staff Time, City funds as appropriate

Staff Role: Provide analysis to the Economic Vitality Advisory Committee.

Council Role: Receive recommendations regarding the General Plan/Planned Development Area and determine action to be taken.