

City of Millbrae
Economic Development Advisory Committee
Annual Work Plan
Fiscal Year 2025 – 2027





Economic Development Advisory Committee
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Fiscal Year 2025 - 2027

Chairperson: Kathleen Guerin

Vice Chair: Freeman Peng

Members: Vernon Bruce
Karen Chin
Minfang Gao
Alice Kuang
Oliver McElhone
Joshua Mindel
Margaret Ng
Sunny Ho Au Yeung (Alternate Member)

Vacancies: None

I. Vision, Mission, and Values

The Vision Statement

To achieve and maintain a dynamic and robust business climate in the City of Millbrae.

The Mission Statement

The mission of the EVAC is to act as a liaison to other business groups toward the shared goal and purpose of achieving and maintaining a dynamic and robust business climate in the City.

Committee duties and goals:

- a. Maximize the City's regional role and perception as a major transportation center.
- b. Aggressively pursue all avenues of growth for new and existing businesses.
- c. Increase sales and property tax base.
- d. Enhance the community's quality of life.
- e. To focus on existing and emerging businesses of the economy, including (but not limited to) Millbrae's Business, Downtown and Tourism sector as follows:
 - To promote a healthy and vibrant downtown;
 - To advise the City Council on all matters affecting or related to tourism and to make recommendations annually on the use of monies proposed for appropriation by the City Council for promotion of tourism.
- f. To act as liaison with City organizations as follows:
 - To provide input to other City Commissions and Committees with respect to matters pertaining to economic development as may affect the City of Millbrae;
 - To establish an effective liaison with the Chamber of Commerce, Visitors and Convention Bureau, other business associations, and for the purpose of event coordination with the Sister Cities Commission.
- g. To act in concert with the City Council as follows:
 - The Committee shall perform such other duties as may be assigned to it by the City Council; and
 - No act of the Committee shall be contrary to the established policy of the City Council.

The Values Statement

- Uphold the sworn oath taken when appointed to serve.
- Fully comply with all applicable federal, state, and local statutes regarding disclosure of assets, open meeting practices, and other ethics-based requirements.
- Act in good faith and conscience using professional expertise, personal experience, and common sense based upon the best available information, observation, and testimony and within established legal limits and authority.
- Attend all meetings on time and be prepared
- All meetings should be conducted in a courteous, professional, and efficient manner, and all persons in attendance shall conduct themselves in a manner befitting the proceedings.
- Obscene language or gestures, excessively loud tones, personal attacks, or any other threatening speech or actions are unacceptable and shall be ruled out of order.
- Repetitive or unduly argumentative discussion is not acceptable and may be ruled out of order.

- Focus within the scope of the Economic Vitality Advisory Committee and be respectful of other committee members' time.
- Apply Roberts Rules of Order with motions, seconds, and vote.

II. Background & Achievements

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.

At their January 28, 2025 meeting, the City Council adopted Resolution No. 25-06 to rename the Economic Vitality Advisory Committee to the Economic Development Advisory Committee. The name change better reflects the Committee's ongoing role and its alignment with the City's strategic goals related to economic growth and development. The Economic Development Advisory Committee's rules, duties, goals and purpose remain the same.

EDAC's achievements so far in FY 2025:

- 1) Reviewed the Parking Management Plan presentation and provided recommendations and feedback prior to this item going to City Council.
- 2) Reviewed the proposed Community Benefits District presentation and provided recommendations and feedback prior to this item going to City Council.
- 3) Supported new businesses by attending and participating in grand open events (Brothers Cafe, Liberty Bank, Bank of the Orient, Modern Eats, TP Tea, Bacchus 10 Year Anniversary, Jinweide Lanzhou Hand Pulled Noodle House).
- 4) Participated in City events (Art & Wine, Beat, Brews & Vines, Movie Night, Parades and Festivals, Lunar New Year, Night Market).

III. Fiscal Year Work Plan

Task 1 – Advisory Body to the City Council

- As an on-going activity, serve as the recommending body for matters as defined in Resolution 16-40.
- Keep abreast of the issues affecting the economic development of the City.
- Serve as the advisory body to address the economic development of the downtown, including physical enhancements.

Timeline: Ongoing

Cost Estimate: \$0

Primary Lead: All

Secondary Lead: N/A

Staff Lead: Andrew Mogensen/Christy Barberini

Task 2 – Education and Outreach for Small Businesses

- Use functional experts and experts in the community to provide educational programs for small businesses.
- Topic ideas include tax advice, marketing, social media, business loans, and how to start a new business.
- EDAC is estimating that \$500 will be needed for this task to be spent on guest speakers and refreshments for attendees.

Timeline: Quarterly

Cost Estimate: \$500

Primary Lead: Margaret Ng

Secondary Lead: Kathleen Guerin

Staff Lead: Andrew Mogensen/Christy Barberini

Task 3 – Promote Downtown Enhancements and Services

- The development of the business community.
- Advise on the formation of a Community Benefits District

Timeline: Ongoing

Cost Estimate: \$0

Primary Lead: All

Secondary Lead: N/A

Staff Lead: Andrew Mogensen/Christy Barberini

Task 4 – Collaborate with Millbrae Chamber of Commerce

- Promote transparency.
- Enhance businesses.
- Coordinate with Millbrae Chamber of Commerce to attend future EDAC meetings.

Timeline: Ongoing

Cost Estimate: \$0

Primary Lead: Kathleen Guerin

Secondary Lead: Vernon Bruce

Staff Lead: Andrew Mogensen/Christy Barberini