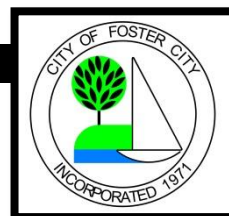


MEETING MINUTES

Meeting #: 2
Date of Meeting: Tuesday, March 22, 2016
Time: 5:00 PM
Place: Admin Conference Room 3A
Project: Economic Development Ad Hoc Subcommittee Meeting
By: 'Andra Lorenz
Subject: Meeting Minutes

ATTENDEES:

Name:	Agency:	Job Description
Charlie Bronitsky	CBr Foster City	Vice Mayor
Sam Hindi	SH Foster City	City Councilmember
Kevin Miller	KM Foster City	City Manager
Dante G. Hall	DH Foster City	Assistant City Manager
Curtis Banks	CBa Foster City	Director of Community Development
Doris Palmer	DP Foster City	Communications Director/City Clerk
'Andra Lorenz	AL Foster City	Management Analyst

ITEM:	DESCRIPTION OF ISSUES DISCUSSED:
1	Subcommittee agreed to bring the following draft Vision Statement to the full Council for approval on 4/18/2016, which it believes addresses the comments raised at the Council meeting on 3/7/2016: <i>"Preserving its heritage as a planned community, Foster City will continue to be a viable economic competitor, providing a vibrant, diverse and dynamic environment for business to enhance its reputation as "The Place" to live, work and play."</i>
2	The group discussed the Economic Development Roundtable event, CBr , SH , and KM indicated that the comments that had been made to them were generally positive; that businesses seemed pleased with the tenor of the conversation and this type of forum for communication.
3	SH indicated that his observations of the Roundtable conversation included the lack of a downtown/central district, the desire to gather as businesses for cross promotion, the concept that light industrial is being pushed out of Foster City, the need for a place for start-up companies, a desire for focus on how to retain business, an emphasis on the need for local recreation opportunities and the importance of a more diversified business portfolio.
4	In reference to the "next steps" in Economic Development, both CBr and SH indicated excitement over the potential to discuss the position of an updated Recreation Center in terms of Foster City's Economic Development, including using an updated Rec Center to create a central "destination" ("Lagoon Business District" concept.)
5	CBr was positive about business ombudsman program – proactive outreach, visitation and communication – and suggested adding a component by which the City contacts businesses within 6 months of lease expiration to see if/how we can help them to stay in Foster City, either in their current or a new space.
6	Subcommittee agreed on the following recommended work plan items, which staff will develop into a work program for discussion at a future meeting: <ol style="list-style-type: none"> 1. Prioritize listening/outreach over the next several months - engage with businesses and residents as a key component in the development of a comprehensive 1-3 year Economic Development plan. 2. Business Ombudsman Program (to include quasi-business organizations like homeowners associations and non-profits) 3. Targeted Shopping Center improvement program for interested property owners/managers 4. Evaluate ways to better market small businesses and shopping centers to the business community 5. Connect employers, especially large employers, with new housing units coming online as a traffic mitigation measure to potentially increase number of employees living in City rather than commuting.
7	The first priority for CBr and SH in pursuing work plan item #1 is the start meeting with sector groups. Staff will begin to identify dates and draft plans for these meetings.
8	Communications are a high priority. SH suggested developing the branding such that it can be inserted into not only City communications but other publications like the Chamber living!Local.

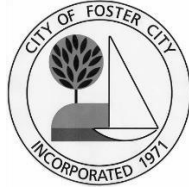
ITEM: PENDING ITEMS:	
1	Staff to put the Vision Statement on the City Council agenda for 4/18/2016
2	Staff to develop work plan for meeting with sector groups

NOTICE

Next Economic Development Ad Hoc Subcommittee Meeting is scheduled for Tuesday, 4/26 at 5 pm in the Administrative Conference Room 3A

DISTRIBUTION

All attendees
City Council



FOSTER CITY

Economic Development Ad hoc Subcommittee Meeting

Agenda

March 22, 2016

1. Economic Development Vision Statement
2. Overview of Economic Development Business Roundtable
3. Economic Development Work Plan – “Next Chapter”
 - a. Priorities & Goals
 - b. Stakeholder & Cluster Meetings
4. Outreach & Communication Tools Update
5. Next Steps



Foster Collaboration

“Coming together around a shared vision”

City of Foster City

MEMORANDUM

TO: Ad Hoc Economic Development Council Subcommittee

FROM: Dante Hall, Assistant City Manager

DATE: March 22, 2016

SUBJECT: Economic Development Vision Statement

At its meeting on March 7, 2016, the City Council considered the following Economic Development Vision Statement that was proposed by the Ad Hoc Economic Development Council Subcommittee (EDCS):

- “By 2021, the City of Foster City is recognized as the best “urban suburban” experience on the San Francisco Peninsula and the most desirable place in which to locate and conduct business.”

Upon review of the above proposed draft Vision Statement, Councilmembers expressed concern around the term “urban suburban,” the defined timeline, a desire to add language to reflect the concept of vitality and vibrancy, and a wish to transform it from present tense “is” to future tense “will be.”

Based on those comments, staff recommends the following language for adoption by the City Council:

- “Preserving its heritage as a Planned Community, the City of Foster City will be a viable economic competitor, providing a vibrant, diverse, and dynamic environment to locate and conduct business.”

Staff recommends that the EDCS review and comment on the above proposed draft Economic Development Vision Statement language. If an updated version is agreed upon at the next EDCS meeting, it can be brought back for Council consideration at the April 4, 2016, Council Meeting.

City of Foster City

MEMORANDUM

TO: Ad Hoc Economic Development Council Subcommittee

FROM: Dante Hall, Assistant City Manager

DATE: March 22, 2016

SUBJECT: Business Roundtable Overview / Business Outreach Next Steps

Staff was very pleased with the turnout and good feedback that was received for the Business Roundtable held on March 15, 2016. Based on a visual count and the sign-in sheet, there were 55 business leaders in attendance, representing businesses ranging from one-person consulting businesses to multi-national iconic business brands.

Some major themes from the Roundtable discussions included:

Traffic and Transportation

- Nexus between local growth and regional traffic congestion
- Lack of robust public transit system
- Possibility of utilizing waterways for alternative transportation

Land Use

- Maintenance of shopping centers
- Amount, availability and turnover of commercial space
- Lack of restaurants and other amenities and/or lack of employee awareness of amenities
- Affordability of workforce housing
- Need for business incubator space / addressing needs of small businesses
- Commercial rents / property managers holding space vacant rather than lowering rents

Infrastructure

- Potential for recycled water

City Issues/Relationships/Governance

- City coordination with other agencies

Communication

- Desire to continue to have events where businesses can connect
- Want to continue to dialog with the City

Far and away, the overall comments from the business community were positive about the initiation of dialog and excitement about continuing the discussion about economic development.

Following is a summary of the expected “next steps” in business outreach that are being proposed by staff.

- **Report Out.** Once the notes from the Business Roundtable are compiled, a summary will be developed for review by the Ad Hoc Economic Development Council Subcommittee (EDCS) and City Council, and then uploaded to the ED Webpage. An email will go to all participants with a link to the presentation and materials from the meeting, along with an electronic evaluation form that they can use to solicit for feedback about the meeting and any other comments.
- **Economic Development Webpage.** Staff is in the process of redesigning a page on the website dedicated to the work that is being done in business outreach and economic development. It will house a “resource library” of materials that have been and are being developed for the City as well as information that can be used by the businesses in retention.
- **Future Meetings.** The Business Roundtable is considered to be a “kick-off” overview to a series of more detailed discussions with various business sectors (e.g., biotech, retail, commercial, office, software, etc.) and topic specific meetings (e.g., traffic improvements, project specific, infrastructure, land use, etc.) where targeted focus groups will be invited to comment on potential to the issues that were raised at this initial meeting. We will be working with the EDCS and the City Council to discuss the content a potential schedule for these meetings.
- **Business Visitation.** Continue to conduct in-person visits with businesses to make a personal connection between the City and the business community and to offer assistance in any matters related to the City. Also, the City Manager and Councilmembers will look to schedule coffee clutch meetings with various businesses during April and May to discuss specific issues that were discussed during the visitation meetings..
- **Business eNewsletter.** On a monthly basis, compile and send a synopsis of news of interest to the business community. This will include major public works projects, status updates on development projects underway, and other information.

What Makes a City Competitive?

3 P's of Economic Development

People

- Skilled Workforce
- Economic Strength (i.e. Incomes, Household Spending, etc.)
- Diversity & Cultural Vibrancy
- Quality of Education

Place

- Location
- Home to Fortune 500 Companies
- Quality Housing & Transportation Options
- Consistent Maintenance & Investment in Public Infrastructure
- Services/Lifestyle Choices (i.e. Shopping, Restaurants, etc.)
- Potential to Grow

Policy

- Good Governance (Consideration of Impacts to Business)
- Efficient Services (Clarity of Requirements, Decisive & Timely)
- Positive Financial Outlook of City
- Regular Communication & Coordination with Business Community
- Taxation

ECONOMIC DEVELOPMENT WORKPLAN – (THE NEXT CHAPTER)

Goal: Adopt an ED Strategic Plan by July 1, 2016 that provides direction for the future, while balancing the needs of community stakeholders with available staff and other leveraged resources.

ASSESSMENT (Jan-Feb)	CONFIRMATION OF VISION & GOALS (Mar-May)	DRAFT PLAN (May-Jun)	PLAN ADOPTION (Jul)
Objectives: 1) Assess the current economic condition of FC compared to like cities in the region; 2) Assess FC’s ability to continue to provide a high level of public services to its citizens and stakeholders into the future; and 3) Assess FC’s ability to provide its residents, businesses, and other stakeholder with access to an improved quality of life	Objectives: 1) Confirm/Refine/Create a Vision Statement for ED; 2) Confirm/Refine/Create goals, tasks, and metrics for each focus area	Objective: Prepare Draft ED Plan for City Council and stakeholder review and comment	Objective: Adopt an ED Plan and Strategy that clearly establishes the direction of ED for the future of Foster City.
EXPECTED OUTCOMES			
1. Raise the collective understanding of policy makers, residents and other stakeholders on issues, constraints, and challenges related to ED in Foster City 2. Evaluate existing (or the need for new) technical information related to ED that should be incorporated into the City’s strategy 3. Solicit feedback from stakeholders about emerging “in the field” trends that may impact ED in Foster City 4. Develop Draft Vision Statement for ED in Foster City	1. Adopt Vision Statement for the “Next Chapter” ED Plan 2. Strive for consensus on ED goals, metrics, and tasks for the ED Plan	1. ED Subcommittee recommends adoption of Plan to the City Council 2. Planning Commission Recommends ED Plan to City Council for adoption	1. Adopt the ED Strategic Plan
WORK TASKS/PRODUCTS NEEDED			
1. Issue Briefs Document 2. Stakeholder Interview Questions 3. ED Webpage Refresh 4. Map of Sites for Potential Redevelopment 5. Outreach for Roundtable (letter & Eventbrite) 6. Report out to business community & general public on progress & schedule (electronic, print, council corners, video, etc.)	1. ED Marketing Materials Review 2. ED Dashboard Update 3. Employee-Commuter Survey 4. Outreach for Roundtable (letter & Eventbrite) 5. Outreach for Community Workshop (Pop-up) 6. Report out to business community & general public on progress & schedule (electronic, print, council corners, video, etc.)	1. Draft Plan 2. Outreach for Community Workshop (letter & Eventbrite) 3. Summer Concert Outreach 4. Report out to business community & general public on progress & schedule (electronic, print, council corners, video, etc.)	1. Final Plan
EVENTS/MEETINGS			
1. ED Subcommittee Meeting (2/9/16) 2. Business Visitation Meetings 3. Report out to City Council via liaison report	1. Stakeholder Interviews 2. Business Roundtable/Community Meeting (3/15/16) 3. ED Subcommittee Meeting (2) (Mar & May) 4. Adoption of Vision Statement by City Council & Update 5. Business Roundtable Meeting (Apr) 6. Business Visitation Meetings 7. Community Workshop (Pop-up) (Vision, goals, and tasks discussion)	1. Business Roundtable Meeting (May) 2. Community Workshop (Synthesis & Draft Plan) (Jun) 3. ED Marketing Materials	1. CC Adoption of Plan (Jul)