

MINUTES

SPECIAL FAIRFAX TOWN COUNCIL MEETING Economic Development Advisory Committee/ Town Council Strategic Planning Workshop

Fairfax Women's Club, 46 Park Road
Saturday, January 13, 2007, 9:00 a.m. to Noon

Mayor Bragman called the meeting to order at 9:10 a.m.

Roll Call

Town Council members present: Bragman, Brandborg (9:20 a.m. arrival), Maggiore, Tremaine, Weinsoff

Economic Development Committee members present: Codoni, Graham, Squire, Smith, Venezia

Staff present: Town Manager Kelly, Finance Director Roth, Town Clerk Anderson

Also present: Michael Mackintosh, owner, Marin Town and Country Club; Chris Lang, Chamber of Commerce

Approval of Agenda and Affidavit of Posting

M/S, Tremaine/Weinsoff, Motion to approve the agenda and the affidavit of posting.

AYES: All

Announcements

Town Manager Kelly announced that, due to an earthquake in Japan, high waves were anticipated on the coast; that there was a blood drive scheduled for Saturday, February 17th at the library that was co-sponsored by the Fairfax Disaster Council and the Friends of the Fairfax Library; and that Mayor Bragman had issued a proclamation for Dian Fossey acknowledging her accomplishments as a Fairfax native.

Economic Development Advisory Committee (EDAC) meeting (9 – 10:30 a.m.)

Garry Graham reported on the separate meeting held by the citizen members of the EDAC on December 20th and stated that the group would like to meet again to refine their recommendations to present to the Town Council at a future date.

There was an informal discussion about how to talk about alternatives for the Marin Town and Country Club without waiting for a project proposal to be submitted by the owner.

It was agreed that the subcommittee of EDAC, the five citizen members present, would meet with Mr. Mackintosh about the Marin Town and Country Club and that it would be helpful for all the committee members to receive a copy of the current zoning for the

property. Mayor Bragman suggested that the subcommittee or their representatives also meet with Planning Director Welsh.

There was a discussion about how to be proactive about commercial vacancies in Town, especially the former Albertsons store, and how the committee, the Chamber and the Council could contribute to the effort. The discussion included brainstorming about what was working in town and how to build on what we already had. The vibrant nightlife and how to enhance it was discussed as well as ways to build on Fairfax as the home of mountain biking; how to connect with all the artists in town and to celebrate their work; and how to promote our downtown shops including how to get the local residents to shop in Fairfax. A Web site with Fairfax products for sale; a local radio station; town provided cell phone service; using the police to monitor illegal construction; and other ideas were brought up during the brainstorming session.

Councilmember Weinsoff stated that the progressive ideas about looking at revenue enhancement were good but that the clock was ticking on Measure F and an additional \$450,000 in revenue was needed to replace Measure F revenue. He suggested that one way to proceed after Measure F would be to raise the municipal tax by \$50 every 25 years.

Councilmember Tremaine stated that the committee was not formed to decide whether or not the Town would need another tax measure, but to give the Council ideas on how to improve the economy of the Town. He further stated that, if the Council decided to go back to the voters with another tax measure, the Council wanted to be able to say that they had examined every possibility for revenue enhancement.

Councilmember Brandborg stated that it was part of the strategic planning effort to create a five-year financial plan and that boosting the existing retail downtown was important because retail promoted more retail. She noted that the town had allowed retail to be replaced by service businesses and that retail was necessary to provide "walkability" downtown. She suggested that it would be great to be able to buy online from Fairfax vendors and that perhaps a Web site could be established for that purpose.

Vice Mayor Maggiore stated that the Chamber of Commerce should be involved in the economic vitality of the downtown and should let the Town know when businesses were in crisis and that they should work together to promote business. She further stated that the town needed more cooperatives and volunteer energy.

Mayor Bragman stated that the businesses were up against the competition of online shopping; that we needed to define the kind of retail wanted in town; that food and entertainment seemed to be successful; that wireless broadband would be available downtown in the next few years; that an internet radio station or a similar project could be put forward by the town.

Mayor Bragman adjourned the meeting at 10:45 a.m. and called the Strategic Planning meeting to order at 11:05 a.m.

Strategic Planning Meeting

Town Manager Kelly suggested deadlines for the Financial Plan and for the Strategic Plan of April and June respectively. She suggested that the Council discuss town

revenue in more detail with the review to include the Building and Planning fee schedule. She noted that the fee schedule should be reviewed annually to make sure that the fees recovered the actual costs of the services provided. She reported on the review of the goals of the Strategic Plan by the management staff and noted that the Public Works Director expressed a desire to create a five-year capital improvement project. Town Manager Kelly also reported that all the funds budgeted for the Strategic Plan consultant, Trish Cypher, had been used and that Ms. Cypher would be available for consultation on an as-needed basis

Finance Director Roth recommended full cost recovery for the services provided by the town and offered to provide an analysis of some of the services.

Vice Mayor Maggiore stated that an analysis had been done by Ann Welsh when the last fee schedule was adopted that could be used for reference.

Town Manager Kelly suggested adding a column to the list of goals for department assignments noting that there would be overlaps; stated that some of the goals could be collapsed; and that the easement project should be a part of the circulation element of the General Plan.

Some of the goals were discussed. Regarding the walkways and trails, it was stated that they had been identified on the recently produced Chamber map of Fairfax. There was consensus that long- and short-term goals were needed for some of the projects; that the infrastructure needed upgrades; and that a new assessment of the roads and the infrastructure was needed before moving forward.

Town Manager Kelly led a discussion about producing a sustainable budget. She suggested that the Council identify the basic essential services provided and decide what services the town wanted to provide. There was a consensus of the Council to request a list of the core services and non-core services provided by staff as well as a list of revenue and expenditure policies for the next meeting.

The meeting was adjourned at noon.

Respectfully submitted,

Judy Anderson, Town Clerk