

DRAFT MINUTES

SPECIAL FAIRFAX TOWN COUNCIL MEETING
Town Council Strategic Planning Workshop

Fairfax Women's Club, 46 Park Road
Saturday, October 27, 2007, 9:30 a.m.

Mayor Bragman called the meeting to order at 9:35 a.m.

Roll Call

Town Council members present: Bragman, Brandborg, Maggiore, Tremaine, Weinsoff

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

Approval of Agenda and Affidavit of Posting

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

AYES: Bragman, Brandborg, Maggiore, Tremaine, Weinsoff
NOES: None

Open Time

No speakers came forward.

Review of Economic Development Advisory Committee recommendations

The Council reviewed the recommendations and noted the ones that had already been implemented.

The Council discussed the business vacancies in the downtown area including the long term vacancy at the former New Albion Books location. The Council agreed to work with the Chamber as recommended to address the vacancies downtown. There was also a discussion of the possible installation of more bike racks in the downtown area and a discussion of the cell tower issue as a possible future revenue source. It was agreed that the Committee members should be thanked for their work. Town Manager Kelly suggested that staff prepare a draft of responses for the Council's consideration. There was a consensus of the Council to have a status report on the recommendations at the next Strategic Planning meeting.

Review of Draft Strategic Financial Plan

Town Manager Kelly presented an overview of the twelve meetings held by the Town Council and the opportunities given to the public to review the document.

There was a discussion of the Plan including the increases in the franchise fees and the slowdown in building and planning fee revenue. The Council discussed the five-year action plan for the building and planning fees which was to see full cost recovery on all fees with an annual review of the fee schedule. Town Manager Kelly stated that a

consultant was needed to conduct a fee study to let them know exactly how much the fees could legally be raised.

Finance Director Roth suggested that the Town could consider basing the building fees on square footage rather than on valuation.

Town Manager Kelly stated that she would like to use one-time revenue from ERAF to hire a half-time person, an analyst, for one year to handle all the FEMA and OES claims and to assist with grants for public works. She further stated that the idea would be brought before the Council at a future meeting.

The Council discussed the use of the local legislators' staffs for outreach for funding and support; the use of staff in the different departments; and the possible development at the former Albertson's market site.

Mayor Bragman adjourned the meeting for a break from 11:13 to 11:38 a.m.

The status of the distribution of the ERAF funds was discussed. Town Manager Kelly noted that the Marin Managers group had requested a breakdown from the County on the interest earned on the withheld ERAF money.

There was a consensus of the Council to take the Strategic Financial Plan to a regular meeting of the Town Council for adoption, with the dollar amounts to be adjusted where necessary.

Review of Town Council Goals and Strategies

There was a discussion of Measure K and the restrictions on the use of the revenue received from the 1999 bond measure. The Council asked for clarification of the limitations as spelled out in the ballot measure wording.

There was a discussion of the goals and strategies. Town Manager Kelly stated that it would be good to let the public know that the Council had already achieved some of the goals set forth. Finance Director Roth noted that the adoption of the social host ordinance was an accomplishment. Vice Mayor Maggiore reported that the fund raising effort to purchase a sound system for the youth events was \$200 short. Mayor Bragman and Councilmember Weinsoff each pledged to donate \$100 for the purchase.

Comments and further direction from Council to staff

At the request of Mayor Bragman, Chamber member Ingrid Weiss agreed to contact the owners of the New Albion Bookstore building to enter into a dialogue about the long term vacancy at the site.

It was reported that, according to an agenda for a meeting of the Marin Mental Health Board, that the Fairfax Inn was for sale.

The meeting was adjourned at 12:08 p.m.