

Fairfax Town Council Minutes  
Special Meeting  
Fairfax Women's Club  
Saturday, March 15, 2008, 9:00 a.m. to 10:30 a.m.

Roll Call:

**COUNCILMEMBERS PRESENT:** Larry Bragman  
Susan Brandborg  
Mary Ann Maggiore  
Lew Tremaine  
David Weinssoff

**STAFF MEMBERS PRESENT:** Michael Rock, Town Manager  
Ian Roth, Finance Director  
Judy Anderson, Town Clerk

Mayor Maggiore called the meeting to order at 9:12 a.m.

Approval of the Agenda and the Affidavit of Posting

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

AYES: All

Open Time for Public Expression

No speakers came forward.

Annual Strategic Planning Update

Mayor Maggiore presented an overview of the strategic planning process to date and indicated that she would like to address Goal 2.3, "Expand Downtown Commerce and Tax Base; Identify and Implement Concrete Steps that will Boost the Financial Health of the Downtown Sector."

Mayor Maggiore reported on a meeting held with representatives from Catlin Properties, the Freidmans (owners of Fair-Anselm Plaza) and the owners of the Good Earth Health Food Store about the potential leasing of the former Albertson's building by Good Earth.

Mayor Maggiore led a discussion wherein it was stated that the Town's sales tax revenue had gone up since Albertsons had closed and that the Iron Springs Brewery and Restaurant has been in lease negotiations with the Freidman's since July. The discussion included possible uses of the Albertson's site.

Town Manager Rock stated that the former Albertson's Market brought in about \$20,000 annually in sales tax and that the right tenant could produce even more so that the Town had a vested interest in the possibilities at the site.

Some of the ideas discussed regarding downtown business were:

The possible use of a Town-wide business assessment/inventory to determine what type of businesses exist to help determine what is wanted and needed;  
Conduct a business analysis with the results to be made available to merchants;  
The potential to attract digital and organic enterprises;  
Encourage local college students to study the business district as a thesis project;  
Possible use of a business ombudsman/advisor to help existing businesses and to bring businesses to Town and help them succeed;  
Possible joint meeting with the Chamber of Commerce, Council, merchants and commercial property owners;  
The implementation of a vacancy control ordinance for the downtown;  
The inclusion of a business license fee to be paid by commercial property owners, not just business operators;  
The possible reliance on more service oriented businesses rather than retail downtown, including high tech industries;  
The consideration of an enterprise district or a Redevelopment Agency;  
The development of an organics based economy and/or the encouragement of digital/high tech businesses for Fairfax;  
The inclusion of affordable housing in the development of downtown;  
The use of a consultant to help evaluate the downtown business district to help the Town move forward with revitalizing the area;  
The use of a mission statement as a guide to assist in developing a plan and to articulate that vision to the business community;  
The sense of urgency about the future of the downtown, including the vacant Albertson's site;  
A consensus of the Council to have consultant Pamela Gibson address the Council, the Chamber and the public at a meeting to be held in April or May;  
Discussion of a possible survey of residents to determine the public sentiment on the future of the downtown;  
The existing and potential funding for downtown sidewalk improvements; and  
How to incorporate the vision for the downtown and the vision/mission statement into the General Plan.

M/S, Weinsoff/Bragman, Motion to adjourn the meeting at 10:30 a.m. to closed session at the Youth Center, 16 Park Road, for Public Employment Appointment pursuant to Government Code Section 54957: Public Works Director.

AYES: All