



**AGENDA  
REGULAR MEETING  
CITY COUNCIL OF THE TOWN OF COLMA  
Wednesday, August 25, 2021  
7:00 PM**

*On March 17, 2020, the Governor issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings completely telephonically or by other electronic means. This suspension was extended by the Governor on June 11, 2021 by issuance of Executive Order N-08-21 which continues to allow for complete virtual City Council meetings. The purpose of these orders was to provide the safest environment for Council Members, staff and the public while allowing for public participation.*

*Members of the public may view the meeting by attending, via telephone or computer, the Zoom Meeting listed below:*

**Join Zoom Meeting: <https://us02web.zoom.us/j/81289976261>  
Passcode: 074407**

**Meeting ID: 812 8997 6261  
Passcode: 074407 One  
tap mobile  
+16699006833,,81289976261#,,,,,0#,,074407# US (San Jose)  
+13462487799,,81289976261#,,,,,0#,,074407# US (Houston)**

**Dial by your location  
+1 669 900 6833 US (San Jose)  
+1 346 248 7799 US (Houston)  
+1 253 215 8782 US (Tacoma)  
+1 312 626 6799 US (Chicago)  
+1 929 205 6099 US (New York)  
+1 301 715 8592 US (Germantown)**

**Meeting ID: 812 8997 6261  
Passcode: 074407  
Find your local number: <https://us02web.zoom.us/u/kco5bgxkcc>**

*Members of the public may provide written comments by email to the City Clerk at [ccorley@colma.ca.gov](mailto:ccorley@colma.ca.gov) before or during the meeting. Emailed comments should include the specific agenda item on which you are commenting or note that your comment concerns an item that is not on the agenda. The length of the emailed comment should be commensurate with the three minutes customarily allowed for verbal comments, which is approximately 250-300 words.*

## PLEDGE OF ALLEGIANCE AND ROLL CALL

## ADOPTION OF AGENDA

## PRESENTATION

- Recognition of City Planner Michael Laughlin

## PUBLIC COMMENTS

Comments on the Consent Calendar and Non-Agenda Items will be heard at this time. Comments on Agenda Items will be heard when the item is called.

## CONSENT CALENDAR

1. Motion to Accept the Minutes from the July 28, 2021 Regular Meeting.
2. Motion to Approve Report of Checks Paid for July 2021.

## NEW BUSINESS

### 3. **ECONOMIC DEVELOPMENT WORK PLAN FOR FISCAL YEAR 2021-22**

*Consider:* Motion to Accept the Economic Development Work Plan for Fiscal Year 2021-22 and Establishing a City Council Ad Hoc Economic Development Committee.

## REPORTS

Mayor/City Council

City Manager

## ADJOURNMENT

The City Council Meeting Agenda Packet and supporting documents are available for review on the Town's website [www.colma.ca.gov](http://www.colma.ca.gov) or at Colma Town Hall, 1198 El Camino Real, Colma, CA. Persons interested in obtaining an agenda via e-mail should call Caitlin Corley, City Clerk at 650-997-8300 or email a request to [ccorley@colma.ca.gov](mailto:ccorley@colma.ca.gov).

### Reasonable Accommodation

Upon request, this publication will be made available in appropriate alternative formats to persons with disabilities, as required by the Americans with Disabilities Act of 1990. Any person with a disability, who requires a modification or accommodation to view the agenda, should direct such a request to Pak Lin, ADA Coordinator, at 650-997-8300 or [pak.lin@colma.ca.gov](mailto:pak.lin@colma.ca.gov). Please allow two business days for your request to be processed.

**MINUTES  
REGULAR MEETING**

City Council of the Town of Colma  
Meeting Held Remotely via Zoom.us  
**Wednesday, July 28, 2021**

**PLEDGE OF ALLEGIANCE AND ROLL CALL**

Mayor Diana Colvin called the meeting to order at 7:02 p.m.

Council Present – Mayor Diana Colvin, Vice Mayor Helen Fisicaro, Council Members Raquel Gonzalez, Joanne F. del Rosario and John Irish Goodwin were all present.

Staff Present – City Manager Brian Dossey, City Attorney Christopher Diaz, Chief of Police John Munsey, Director of Public Works Brad Donohue, City Planner Michael Laughlin, Senior Engineer Nichol Bowersox and City Clerk Caitlin Corley were in attendance.

The Mayor announced, “Welcome to another of our completely remote Council Meeting. A few notes about tonight’s meeting: We are accepting public comments through email or the chat function—you can email our City Clerk at ccorley@colma.ca.gov or use the chat function to let her know which item you would like to speak on. Please keep your comments to 3 minutes or less. Thank you.”

**REPORT FROM CLOSED SESSION**

Mayor Colvin announced, “No action was taken at tonight’s closed session.”

**ADOPTION OF THE AGENDA**

Mayor Colvin asked if there were any changes to the agenda; none were requested. She asked for a motion to adopt the agenda.

**Action:** Council Member del Rosario moved to adopt the agenda; the motion was seconded by Council Member Gonzalez and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Diana Colvin, Mayor	✓				
Helen Fisicaro	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
	5	0			

**PUBLIC COMMENTS**

Mayor Colvin opened the public comment period at 7:09 p.m. and seeing no one request to speak, she closed the public comment period.

**CONSENT CALENDAR**

2. Motion to Accept the Minutes from the July 14, 2021 Regular Meeting.
3. Motion Designating a Voting Delegate for the Annual League of California Cities Conference in September 2021.
4. Motion to Adopt a Resolution Approving and Authorizing the City Manager to Execute a Memorandum of Understanding Between San Mateo County and the Town of Colma and Authorizing San Mateo County to Provide Education and Enforcement Efforts for the Sustainable Food Ware Ordinance Within the Town of Colma.
5. Motion to Adopt a Resolution Approving the Second Revised and Restated Joint Exercise of Powers Agreement for the San Mateo County Operational Area Emergency Services Organization.
6. Motion to Adopt a Resolution Approving and Authorizing the City Manager to Execute the Agreement with the Archdiocese of San Francisco for the Donation of Land Fronting the Holy Cross Cemetery Property on Mission Road.

**Action:** Council Member del Rosario moved to approve the consent calendar items #2 through 6; the motion was seconded by Council Member Gonzalez and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Diana Colvin, Mayor	✓				
Helen Fiscaro	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓			Item #6 Only	
	5	0			

**PUBLIC HEARING**

**7. F STREET RETAINING WALL IMPROVEMENT PROJECT – BID PACKAGE APPROVAL**

Director of Public Works Brad Donohue and Senior Engineer/Project Manager Nichol Bowersox presented the staff report. Mayor Colvin opened the public hearing at 7:20 p.m. Business owner Yvette Cortes made a comment. The Mayor closed the public hearing at 7:24 p.m. Council discussion followed.

**Action:** Council Member Goodwin moved to Adopt a Resolution Approving Bid Document Package and Authorizing Staff to Advertise Notice Inviting Bids for the F Street Retaining Wall Improvement Project and Authorize the City Manager to Approve Changes to the Plan Documents as Needed or Required; the motion was seconded by Council Member del Rosario and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Diana Colvin, Mayor	✓				
Helen Fisicaro	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
	5	0			

## STUDY SESSION

### 8. SENATE BILL 1383 OVERVIEW

Sustainability Manager Kathleen Gallagher presented the staff report. Mayor Colvin opened the public comment period at 7:50 p.m. Resident Ken Gonzalez made a comment. The Mayor closed the public comment period at 7:56 p.m. Council discussion followed.

*This item was for discussion only; no action was taken at this meeting.*

## COUNCIL CALENDARING

The Regular Meeting on Wednesday, August 11, 2021 at 7:00pm will be cancelled. The next Regular Meeting will be on Wednesday, August 25, 2021 at 7:00pm and it will be held remotely.

## REPORTS

City Manager Brian Dossey gave an update on the following topics:

- National Night Out will return in person on Tuesday, August 3 from 5:00 – 7:00 p.m. at the Colma Community Center. CAPE will be hosting a table to recruit for the new classes in September.
- Summer Concerts will return on August 19 and August 26 at the Colma Community Center.
- The Town Picnic will return in person on Saturday, September 11, 2021.

## ADJOURNMENT

Mayor Colvin adjourned the meeting at 8:26 p.m.

Respectfully submitted,

Caitlin Corley  
City Clerk



Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53351	7/1/2021	00117	DELTA DENTAL OF CALIFORN BE004491601	7/1/2021	DENTAL INSURANCE	13,084.32	13,084.32
53352	7/1/2021	00432	VISION SERVICE PLAN 812612304	6/25/2021	VISION SERVICE PLAN	1,003.47	
			812612310	6/19/2021	VSP COBRA	77.19	1,080.66
53353	7/1/2021	01036	MANAGED HEALTH NETWORKIPRM-063727	6/16/2021	EMPLOYEE ASSISTANCE PRO	99.20	99.20
53354	7/1/2021	01414	VERANO OWNERS ASSOCIAT7	7/1/2021	VERANO OWNERS ASSOCIAT	350.00	350.00
53355	7/1/2021	02224	STANDARD INSURANCE COM July 2021	6/14/2021	LIFE INSURANCE	198.25	198.25
53356	7/1/2021	02499	GE CAPITAL INFORMATION 105095927	6/18/2021	A11 TOWN HALL COPY MACH	512.58	
			105069857	6/10/2021	A12 STERLING PARK COPY M	76.06	588.64
53357	7/1/2021	02542	JOHNSON CONTROLS SECUF36018836	6/5/2021	FIRE SYSTEM AT SR. HOUSIN	592.98	592.98
53358	7/1/2021	03204	WATERLOGIC AMERICAS LLC715403	6/7/2021	SERVICE AGREEMENT 42726	214.87	214.87
53359	7/1/2021	03399	ADASTRAGOV INC. 2020-10105	6/1/2021	LABOR COSTING MODULE - /	7,000.00	7,000.00
53360	7/1/2021	03410	MAGIC FRED 316	6/24/2021	07/07/21 VIRTUAL MAGIC SHC	190.00	190.00
7012021	7/1/2021	00282	CALIFORNIA PUBLIC EMPLOY1000000164620	6/14/2021	MEDICAL INSURANCE	5,760.81	5,760.81

Sub total for TRI COUNTIES BANK:

29,159.73

11 checks in this report.

Grand Total All Checks: 29,159.73



Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53361	7/2/2021	01340	07022021 B	7/2/2021	FLEX 125 PLAN: PAYMENT	597.83	
			07022021 B	7/2/2021	DEPENDENT CARE: PAYMENT	292.31	890.14
53362	7/2/2021	01375	07022021 B	7/2/2021	NATIONWIDE: PAYMENT	4,793.75	
			07022021 M	7/2/2021	NATIONWIDE: PAYMENT	1,150.00	5,943.75
53363	7/2/2021	02377	07022021 B	7/2/2021	WAGE GARNISHMENT: PAYMENT	547.84	547.84
94422	7/2/2021	00521	07022021 M	7/2/2021	FEDERAL TAX: PAYMENT	901.93	901.93
94423	7/2/2021	01360	07022021 M	7/2/2021	ICMA CONTRIBUTION: PAYMENT	464.42	464.42
94424	7/2/2021	00631	07022021 M	7/2/2021	PERS MISC NON-TAX: PAYMENT	879.17	879.17
94425	7/2/2021	00282	07022021 M	7/2/2021	JULY 2021 ACTIVE PREMIUMS M	8,141.33	8,141.33
94426	7/2/2021	00130	07022021 B	7/2/2021	CALIFORNIA STATE TAX: PAYMEI	12,983.74	12,983.74
94427	7/2/2021	00521	07022021 B	7/2/2021	FEDERAL TAX: PAYMENT	57,664.58	57,664.58
94428	7/2/2021	00282	07022021 B	7/2/2021	JULY 2021 ACTIVE PREMIUMS B	67,394.70	67,394.70
94429	7/2/2021	00631	07022021 B	7/2/2021	PERS - BUYBACK: PAYMENT	44,939.52	44,939.52
94430	7/2/2021	01360	07022021 B	7/2/2021	ICMA CONTRIBUTION: PAYMENT	5,323.61	5,323.61
94431	7/2/2021	00068	07022021 B	7/2/2021	COLMA PEACE OFFICERS: PAYM	606.83	606.83

Sub total for TRI COUNTIES BANK:

206,681.56

13 checks in this report.

Grand Total All Checks: 206,681.56

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53364	7/6/2021	00051	CALIFORNIA WATER SERVICE06/23/2021	6/23/2021	WATER BILLS	6,792.74	6,792.74
53365	7/6/2021	00057	CINTAS CORPORATION #2 4087560607	6/17/2021	MAT CLEANING AND AUTOM/	477.71	477.71
53366	7/6/2021	00220	LC ACTION POLICE SUPPLY, 1427380	6/21/2021	SX02 3A VEST W/BLACK M2 &	1,004.60	1,004.60
53367	7/6/2021	00280	OFFICE DEPOT, INC. 176717501001	6/8/2021	OFFICE SUPPLIES	248.92	
			178067446001	6/15/2021	OFFICE SUPPLIES	59.14	308.06
53368	7/6/2021	00307	PACIFIC GAS & ELECTRIC 06/24/2021	6/24/2021	PG&E	1,553.39	1,553.39
53369	7/6/2021	00394	TENNANT 917963624	6/22/2021	LITTER VACUUM MATLV4300	449.02	449.02
53370	7/6/2021	01030	STEPFORD, INC. 2101437	6/30/2021	ON-SITE BACKUP SERVER: H	7,684.41	7,684.41
53371	7/6/2021	01340	NAVIA BENEFIT SOLUTIONS 10357913	6/29/2021	SECTION 125 PARTICIPANT &	117.70	117.70
53372	7/6/2021	01813	JON'S FLAGS & POLES INC. F84517	6/1/2021	4 EACH 4 X 6 FT FLAGS: US, I	1,339.80	1,339.80
53373	7/6/2021	02583	CRIME SCENE CLEANERS, IN 81208	6/15/2021	CLEAN & DISINFECT, REMOVE	350.00	350.00
53374	7/6/2021	02793	DITO'S MOTORS 24152	6/24/2021	#1 REPLACE FUEL FILLER NE	391.67	391.67
53375	7/6/2021	03034	FLEX ADVANTAGE 132571	6/30/2021	FLEX PROCESSING FEES	200.00	200.00
53376	7/6/2021	03411	CLEAN WORLD GREASE TRA 00329	6/25/2521	06/25/21 TRAP SERVICE	100.00	100.00
53377	7/6/2021	03412	DYE, THERESA 2002131.003	6/30/2021	06.30.21 COVID-19 RENTAL R	350.00	
			2002132.003	6/30/2021	06.30.21 DEPOSIT REFUND	300.00	650.00

Sub total for TRI COUNTIES BANK:

21,419.10

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14 checks in this report.

Grand Total All Checks: 21,419.10

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53378	7/6/2021	00181	IEDA	7/1/2021	LABOR RELATIONS CONSUL	1,573.00	1,573.00
53379	7/6/2021	01037	COMCAST CABLE	6/20/2021	8155 20 022 0097028 427 F ST	240.06	
				6/20/2021	8155 20 022 0097051 Internet	240.06	
53380	7/6/2021	01038	ALLIANT INSURANCE SERVIC	6/17/2021	8155 20 022 0002770 1520 HIL	10.94	491.06
53381	7/6/2021	01431	PRISM	7/2/2021	DIFFERENCE IN CONDITIONS	119,982.22	119,982.22
				7/1/2021	FY Primary Workers' Compensi	290,450.00	
53382	7/6/2021	02499	GE CAPITAL INFORMATION	7/1/2021	FY EXCESS WORKERS	173,189.00	463,639.00
				6/18/2021	A9 PD COPY MACHINE RENT,	274.44	
				6/22/2021	A10 CCC COPY MACHINE	274.44	548.88
53383	7/6/2021	02849	U.S. BANK PARS ACCOUNT, 6	7/6/2021	FY 2021-2022 Pension Trust Co	499,944.00	626,448.00
				July 2021 OPEB	OPEB CONTRIBUTION	126,504.00	
53384	7/6/2021	03173	PLAN JPA	7/1/2021	GENERAL LIABILITY & PROPE	155,780.00	155,780.00
<b>Sub total for TRI COUNTIES BANK:</b>						<b>1,368,462.16</b>	

7 checks in this report.

Grand Total All Checks: 1,368,462.16

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53385	7/14/2021	00003	A. S. F. ELECTRIC 9252	6/30/2021	06.06.21 EXTERIOR RECEIPT/	1,059.75	1,454.75
53386	7/14/2021	00038	BROADMOOR LUMBER & PLY June 2021 9150	6/30/2021	04.12.21 INSTALLED ONE 20A	395.00	68.05
53387	7/14/2021	00051	CALIFORNIA WATER SERVICE4470644444	6/30/2021	PW PURCHASES	68.05	939.60
53388	7/14/2021	00174	HOME DEPOT CREDIT SERV(June 3-14, 2021	6/24/2021	4470644444 D & CLARK ST.	939.60	183.94
53389	7/14/2021	00211	KELLY-MOORE PAINTS June 2021	6/29/2021	PW SUPPLY PURCHASES	183.94	293.46
53390	7/14/2021	00307	PACIFIC GAS & ELECTRIC 1918250367-2	6/30/2021	PAINT AND SUPPLIES	293.46	3,875.13
53391	7/14/2021	00349	SEGALE & CERINI INC. 9248309814-8	6/23/2021	1198 EL CAMINO	3,875.13	4,142.00
53392	7/14/2021	00364	SMC SHERIFF'S OFFICE 16743	6/24/2021	9248309814-8 601 F STREET	266.87	19,113.50
53393	7/14/2021	00411	TURBO DATA SYSTEMS 16744	6/30/2021	LANDSCAPE SERVICES	19,113.50	5,981.75
53394	7/14/2021	00414	TERMINEX INTERNATIONAL L409494853 409494854	6/30/2021	JUNE 2021 IRRIGATION REPA	5,981.75	903.75
53395	7/14/2021	00649	DAVEY TREE EXPERT COMP915738367	6/30/2021	CORDYLINE PALMS TREE ST.	903.75	1,294.00
53396	7/14/2021	00830	STAPLES BUSINESS CREDIT 1636374207	6/30/2021	LAB FEES	1,294.00	479.77
53397	7/14/2021	01919	COLLICUTT ENERGY SERVICE167544	6/30/2021	CITATION PROCESSING	479.77	250.00
53398	7/14/2021	01995	CELETTA INVESTIGATIVE SEF21-0701	7/9/2021	PEST CONTROL	250.00	79.00
53399	7/14/2021	02182	DALY CITY KUMON CENTER May 2021	6/4/2021	601 F St.	79.00	3,000.00
53400	7/14/2021	03061	NICK BARBIERI TRUCKING, LI2256277	6/21/2021	TREE SERVICE	3,000.00	400.42
53401	7/14/2021	03205	IDEMIA IDENTITY & SECURITY139179	6/25/2021	OFFICE SUPPLIES	400.42	1,332.00
53402	7/14/2021	03301	NINYO & MOORE GEOTECHN 250609	6/24/2021	REPLACED 24VDC RELAY ON	1,332.00	550.00
				7/1/2021	CARDROOM BACKGROUND	550.00	2,950.00
				7/7/2021	TUTORING	2,950.00	457.00
				6/30/2021	PW GAS PURCHASES	457.00	7,717.03
				6/30/2021	TP-MTOPR LAPTOP SYSTEM	7,717.03	2,640.00
				6/28/2021	MAY 2021 GEOTECHNICAL OI	2,640.00	54,230.02
<b>Sub total for TRI COUNTIES BANK:</b>							

18 checks in this report.

Grand Total All Checks: 54,230.02



Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53403	7/14/2021	00112	518559	6/30/2021	PD ACCOUNT #140503	354.00	
			520215	6/30/2021	HR ACCOUNT #145931	79.00	433.00
53404	7/14/2021	00307	0567147369-1	7/1/2021	PG&E	136.80	136.80
53405	7/14/2021	02182	June 2021	6/29/2021	TUTORING	2,640.00	2,640.00
53406	7/14/2021	02216	752314	6/10/2021	PD GASOLINE PURCHASES 1	1,962.00	
			755280	6/30/2021	PD GASOLINE PURCHASES 2	1,568.78	
			753787	6/20/2021	PD GASOLINE PURCHASES 1	1,388.03	
			754179	6/20/2021	RECREATION GASOLINE PUF	29.08	4,947.89
53407	7/14/2021	02546	37800	6/29/2021	CAREER RETIREMENT PRES	326.82	326.82
53408	7/14/2021	03015	06/22/21 Abellan	6/22/2021	CREDIT CARD PURCHASE	3,388.42	
			06/22/21 Wolme	6/22/2021	CREDIT CARD PURCHASE	1,844.03	
			06/22/21 Gotelli	6/22/2021	CREDIT CARD PURCHASE	1,172.55	
			06/22/21 Lum	6/22/2021	CREDIT CARD PURCHASE	983.53	
			06/22/21 Navarr	6/22/2021	CREDIT CARD PURCHASE	860.71	
			06/22/21 Munse	6/22/2021	CREDIT CARD PURCHASE	563.86	
			06/22/21 Dossey	6/22/2021	CREDIT CARD PURCHASE	547.13	
			06/22/21 De Leo	6/22/2021	CREDIT CARD PURCHASE	443.42	
			06/22/21 Gogan	6/22/2021	CREDIT CARD PURCHASE	117.99	
			06/22/21 Corley	6/22/2021	CREDIT CARD PURCHASE	45.42	
			06/22/21 Lin	6/22/2021	CREDIT CARD PURCHASE	15.00	9,982.06
53409	7/14/2021	03274	E101177273	6/25/2021	CARDROOM AUDIT	45,072.67	45,072.67
<b>Sub total for TRI COUNTIES BANK:</b>						63,539.24	63,539.24

7 checks in this report.

Grand Total All Checks: 63,539.24

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53410	7/14/2021	00051	CALIFORNIA WATER SERVICE06/25/2021	6/25/2021	WATER BILL	159.52	159.52
53411	7/14/2021	00054	C/CAG 19200	7/1/2021	ANNUAL MEMBER ASSESSMI	11,324.00	11,324.00
53412	7/14/2021	00254	METRO MOBILE COMMUNICA210724	7/1/2021	MAINTENANCE CONTRACT	602.00	602.00
53413	7/14/2021	00388	SONITROL 1367802	7/1/2021	MONTHLY MONITORING	1,109.81	1,109.81
53414	7/14/2021	00421	U.S. POSTAL SERVICE PI 1433	5/20/2021	FIRST-CLASS PRESORT PI #	245.00	245.00
53415	7/14/2021	00723	LIEBERT CASSIDY WHITMORIER020009C039	7/1/2021	FY 2021-2022 SAN MATEO EM	6,360.00	6,360.00
53416	7/14/2021	01030	STEPFORD, INC. 2101416	6/2/2021	MONTHLY SERVICE CONTRA	5,893.80	8,914.80
53417	7/14/2021	01037	COMCAST CABLE 2101432	6/25/2021	3 SOPHOS SG 115 FULLGUAF	3,021.00	15,477.43
53418	7/14/2021	01557	CITY OF FOSTER CITY 14247	6/27/2021	8155 20 022 0094769 TOWN C	245.06	3,641.00
53419	7/14/2021	02126	ICLEI-LOCAL GOVERNMENTS2309	6/27/2021	8155 20 022 0097069 INTERNI	3,641.00	1,200.00
53420	7/14/2021	02336	CONSERVATION EARTH 27609	7/3/2021	FY 2021-2022 CALOPPS ANNI	1,200.00	450.00
53421	7/14/2021	02787	AECO SYSTEMS, INC. 21816	5/19/2021	09/01/21-08/30/22 ANNUAL ME	450.00	45.00
53422	7/14/2021	02799	WAVE 103745301-000	5/24/2021	07.20.21 WILD, ODD & WEIRC	45.00	400.00
53423	7/14/2021	03224	DECORATIVE PLANT SERVICE0024833	7/1/2021	POLICE STATION FIRE ALARIN	400.00	157.45
<b>Sub total for TRI COUNTIES BANK:</b>						<b>50,086.01</b>	

14 checks in this report.

Grand Total All Checks: 50,086.01

Bank : first TRI COUNTIES BANK

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53424	7/16/2021	00047	C.L.E.A.	07162021 B	7/16/2021	CLEA: PAYMENT	196.00
53425	7/16/2021	01340	NAVIA BENEFIT SOLUTIONS	07162021 B	7/16/2021	DEPENDENT CARE: PAYMENT	1,100.00
53426	7/16/2021	01375	NATIONWIDE RETIREMENT	07162021 B	7/16/2021	FLEX 125 PLAN: PAYMENT	597.83
53427	7/16/2021	02224	STANDARD INSURANCE COM	07162021 B	7/16/2021	NATIONWIDE: PAYMENT	4,793.75
53428	7/16/2021	02377	CALIFORNIA STATE DISBURS	07162021 B	7/16/2021	LIFE INSURANCE: PAYMENT	302.76
94434	7/16/2021	00130	EMPLOYMENT DEVELOPMENT	07162021 B	7/16/2021	WAGE GARNISHMENT: PAYM	547.84
94435	7/16/2021	00521	UNITED STATES TREASURY	07162021 B	7/16/2021	CALIFORNIA STATE TAX: PAY	13,618.93
94436	7/16/2021	00631	P.E.R.S.	07162021 B	7/16/2021	FEDERAL TAX: PAYMENT	59,758.34
94437	7/16/2021	01360	VANTAGE TRANSFER AGENT	07162021 B	7/16/2021	PERS - BUYBACK: PAYMENT	44,264.99
94438	7/16/2021	00068	COLMA PEACE OFFICERS	07162021 B	7/16/2021	ICMA CONTRIBUTION: PAYME	5,325.04
7162021	7/16/2021	00631	P.E.R.S.	FY2021-2022 Lu	7/15/2021	COLMA PEACE OFFICERS: P/	606.83
						FY2021-2022 LUMP SUM PRE	1,070,688.00
						<b>Sub total for TRI COUNTIES BANK:</b>	1,201,800.31

Bank : first TRI COUNTIES BANK

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53429	7/20/2021	00093	CITY OF SOUTH SAN FRANCISCO:518472	6/23/2021	TRAFFIC SIGNAL MAINTENANCE	750.00	750.00
53430	7/20/2021	00111	DEPARTMENT OF CONSERVATION - March 2021	4/2/2021	SMIP FEES	2,784.17	
			April - June 2021	7/15/2021	SMIP FEES	11.31	2,795.48
53431	7/20/2021	00955	DIVISION OF THE STATE	7/15/2021	DISABILITY ACCES & EDUCATION	57.60	
			April - June 2021	7/15/2021	DISABILITY ACCES & EDUCATION	8.80	66.40
53432	7/20/2021	01183	BEST BEST & KRIEGER LLP	7/16/2021	CITY ATTORNEY SERVICES	19,527.00	
			910357	7/15/2021	CITY ATTORNEY SPECIAL SE	2,238.80	21,765.80
53433	7/20/2021	01565	BAY CONTRACT MAINTENANCE	6/24/2021	COVID-19 BASE LINE DECON	480.00	480.00
53434	7/20/2021	02244	CALIFORNIA BUILDING STANDARDS	7/19/2021	BSASRF	409.00	
			April - June 2021	7/15/2021	BSASRF	12.00	421.00
53435	7/20/2021	02827	CORODATA SHREDDING, INC:DN1323327	6/30/2021	SHREDDING SERVICE	111.74	111.74
53436	7/20/2021	02827	CORODATA SHREDDING, INC:RS3293199	6/30/2021	STORAGE, PICKUP/DELIVER	99.61	99.61
53437	7/20/2021	03334	AT&T MOBILITY NATIONAL AC287296200335X	7/2/2021	WIRELESS	1,349.74	1,349.74
53438	7/20/2021	03373	RK ENGINEERING, INC.	7/2/2021	MISSION ROAD BICYCLE & PI	143,626.97	143,626.97
53439	7/20/2021	03413	PEREZ, GIOIA	7/15/2021	APRIL & JUNE 2021 LIVE SCA	60.00	60.00

Sub total for TRI COUNTIES BANK:

171,526.74

11 checks in this report.

Grand Total All Checks: 171,526.74

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53440	7/20/2021	00051	CALIFORNIA WATER SERVICE1727052702	7/9/2021	CA WATER	346.23	346.23
53441	7/20/2021	00091	CITY OF BRISBANE INV00305	7/1/2021	FY21-22 MEMBERSHIP DUES	575.00	575.00
53442	7/20/2021	00307	PACIFIC GAS & ELECTRIC 07/09/2021	7/9/2021	PG&E	3,646.61	3,646.61
53443	7/20/2021	01037	COMCAST CABLE 07/11-08/10 601	7/7/2021	8155 20 022 0096715 601 F ST	110.08	110.08
53444	7/20/2021	01414	VERANO OWNERS ASSOCIAT8	8/1/2021	VERANO OWNERS ASSOCIAT	350.00	350.00
53445	7/20/2021	01565	BAY CONTRACT MAINTENAN(July 2021	7/10/2021	JANITORIAL SERVICES	12,707.57	12,707.57
53446	7/20/2021	02515	FLORES, VICKY 2002133.003	7/14/2021	07.14.21 COVID-19 RENTAL R	530.00	830.00
53447	7/20/2021	03009	MUTT MITT 2002134.003	7/14/2021	07.14.21 DEPOSIT REFUND	300.00	1,394.32
53448	7/20/2021	03034	FLEX ADVANTAGE 423019	7/15/2021	MUTTTT MITT	1,394.32	60,434.28
			August 2021	7/15/2021	HRA RETIREES	60,434.28	

Sub total for TRI COUNTIES BANK:

80,394.09



9 checks in this report.

Grand Total All Checks: 80,394.09

Bank : first TRI COUNTIES BANK

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53449	7/27/2021	00226	LIM, CINDY ELLEN	June 23-25, 2021	JUNE 23-25, 2021 EVIDENCE	383.64	383.64
53450	7/27/2021	00623	ARAMARK	June 2021	UNIFORM SERVICE	431.68	590.68
53451	7/27/2021	01399	WESTLAKE ECO SOFT TOUCH	June 2021	FIRST AID SUPPLIES	159.00	11.95
				7/1/2021	PD CAR WASH	11.95	
<b>Sub total for TRI COUNTIES BANK:</b>						<b>986.27</b>	

3 checks in this report.

Grand Total All Checks: 986.27

## Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53452	7/27/2021	00002	06/25/21-07/24/2	6/25/2021	AT&T	46.01	46.01
53453	7/27/2021	00004	000016753441	7/13/2021	AT&T	1,520.04	1,520.04
53454	7/27/2021	00051	CALIFORNIA WATER SERVICE6544607057	7/14/2021	CA WATER	779.41	779.41
53455	7/27/2021	00060	CITY OF SOUTH SAN FRANCISCO FY 2021-2022 S	7/22/2021	SEWER USER FEES	766,067.56	766,067.56
53456	7/27/2021	00117	DELTA DENTAL OF CALIFORNIA BE004533381	8/1/2021	DENTAL INSURANCE	12,609.40	12,609.40
53457	7/27/2021	00188	IRVINE & JACHENS INC 3628	7/16/2021	2 EACH: #519E UNIFORM BAI	763.63	763.63
53458	7/27/2021	00272	NSMC SANITATION DISTRICT FY 2021-2022 S	7/22/2021	SEWER USER FEES	39,369.42	39,369.42
53459	7/27/2021	00280	OFFICE DEPOT, INC. 178067446002	7/2/2021	OFFICE SUPPLIES	20.41	20.41
53460	7/27/2021	00307	PACIFIC GAS & ELECTRIC 0512181543-4	7/9/2021	PG&E	3,148.45	3,148.45
53461	7/27/2021	00412	TELECOMMUNICATIONS ENG47190	7/10/2021	Facilities Mgmt & Maintenance	1,515.00	1,515.00
53462	7/27/2021	00553	PACIFIC NURSERIES SI7823	7/15/2021	CITRUS IMPROVED MEYER L	169.12	169.12
53463	7/27/2021	01030	STEPFORD, INC. 2101482	7/20/2021	MONTHLY SERVICE CONTRA	5,893.80	5,893.80
53464	7/27/2021	01036	MANAGED HEALTH NETWORKIPRM-064477	7/17/2021	EMPLOYEE ASSISTANCE PRO	99.20	99.20
53465	7/27/2021	02122	S & J SALES 33828	7/20/2021	08/20/21-08/21/22 RENEWAL S	2,000.00	2,000.00
53466	7/27/2021	02224	STANDARD INSURANCE COMAugust 2021	7/15/2021	LIFE INSURANCE	193.25	193.25
53467	7/27/2021	02499	GE CAPITAL INFORMATION 105170977	7/9/2021	A12 STERLING PARK COPY M	76.15	76.15
53468	7/27/2021	02793	DITO'S MOTORS 24206	7/5/2021	SERVICE	698.25	698.25
53469	7/27/2021	02886	READY REFRESH BY NESTLE01G0036457661	7/12/2021	BOTTLED WATER SERVICE	75.90	75.90
53470	7/27/2021	03392	ROMEO PACKING COMPANY 152825	7/19/2021	RANGER PRO 2.5 GAL (10), F	1,684.38	1,684.38

Sub total for TRI COUNTIES BANK:

836,729.38

19 checks in this report.

Grand Total All Checks: 836,729.38

Bank : first TRI COUNTIES BANK

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
53471	7/30/2021	01340	NAVIA BENEFIT SOLUTIONS	7/30/2021	DEPENDENT CARE: PAYMENT	1,516.66	
				7/30/2021	FLEX 125 PLAN: PAYMENT	597.83	2,114.49
53472	7/30/2021	02377	CALIFORNIA STATE DISBURSEMENT	7/30/2021	WAGE GARNISHMENT: PAYMENT	547.84	547.84
94439	7/30/2021	00130	EMPLOYMENT DEVELOPMENT D	7/30/2021	CALIFORNIA STATE TAX: PAYMEI	24,705.95	24,705.95
94440	7/30/2021	00521	UNITED STATES TREASURY	7/30/2021	FEDERAL TAX: PAYMENT	97,231.35	97,231.35
94441	7/30/2021	00631	P.E.R.S.	7/30/2021	PERS - BUYBACK: PAYMENT	43,508.33	43,508.33
94442	7/30/2021	01360	VANTAGE TRANSFER AGENTS	7/30/2021	RETIREMENT HEALTH SAVINGS:	919.18	919.18
94443	7/30/2021	00068	COLMA PEACE OFFICER'S	7/30/2021	COLMA PEACE OFFICERS: PAYM	606.83	606.83
<b>Sub total for TRI COUNTIES BANK:</b>						<b>169,633.97</b>	

7 checks in this report.

Grand Total All Checks:

169,633.97







# STAFF REPORT

TO: Mayor and Members of the City Council  
FROM: Peter Ingram, Economic Development Advisor  
VIA: Brian Dossey, City Manager  
MEETING DATE: August 25, 2021  
SUBJECT: Economic Development Work Plan for Fiscal Year 2021-22

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## RECOMMENDATION

Staff recommends that the City Council make the following motion:

MOTION ACCEPTING THE ECONOMIC DEVELOPMENT WORK PLAN FOR FISCAL YEAR 2021-22 AND ESTABLISHING A CITY COUNCIL AD HOC ECONOMIC DEVELOPMENT COMMITTEE

## EXECUTIVE SUMMARY

In 2012 the Colma Economic Development Plan – Phase 3 Strategy & Action Plan was prepared for the Town by BAE Urban Economics. The plan was intended to guide actions over the ensuing ten years, and laid out potential strategies in response to overall land use and urban design needs.

The recommended work plan for FY 2021-22 is intended to serve as the tenth and final year of actions emanating from the 2012 plan, while effectively positioning the Town to set strategic direction for Fiscal Year 2022-23 and beyond.

## FISCAL IMPACT

None at this time.

## BACKGROUND

On March 24, 2021 the Council held a study session and provided staff with broad direction based on the question, *“What specific information will be needed by the Council to evaluate the General Plan Update’s potential effectiveness in enabling robust future economic development?”* In addition to effectively setting a land use framework that encourages development that is desirable and economically viable for the community, partnerships and programs were deemed to be important to furthering the Town’s economic success.

On June 9, 2021 The Council held a second economic development study session that focused on the continuation, creation and/or re-activation [post-Covid] of economic development partnerships, programs and marketing strategies for the Town. Outcomes of the session included:

- Identification of still-relevant prior activities, ideas, and community outreach on which to build – emanating from the 2012 Colma Economic Development Plan prepared by BAE Urban Economics.
- Desired activities and actions were discussed that could span across the next several years, and tied to the Towns' on-going strategic planning process and the eminent adoption of the General Plan Update 2040.
- Council provided input for development of a work plan for Fiscal Year 2021-22.

## **ANALYSIS**

The proposed Fiscal Year 2021-22 economic development activities are described in Attachment A and are based on the following goals:

- A. Establish a City Council ad hoc Economic Development committee, in order to:
  - 1) Create programmatic infrastructure
  - 2) Provide guidance, support and input to the execution of the 2021-22 work plan
  - 3) Establish goals for FY 2022-23 and beyond
- B. Conclude, amend, add or discontinue action items identified in the Town's 2012 Phase 3 Economic Development Plan
- C. Advance related economic development activities delineated in the Town's Strategic Plan, specifically:
  - 1) Adopt and implement the General Plan Update 2040
  - 2) Support expansion or relocation of existing businesses
  - 3) Develop a Colma branding campaign

## **Council Adopted Values**

Considering enabling policies for economic development is consistent with the Council value of *responsibility* because it proactively considers policy that will enhance the Town over time.

## **Sustainability Impact**

The General Plan and its policies related to economic development will promote sustainability since development will be in-fill in nature and encourage more walking, biking and transit use.

## **Alternatives**

The Council could determine in the course of discussion that alternative approaches to economic development partnerships, programs and marketing strategies for the Town are desirable for subsequent study and potential Council actions.

## **CONCLUSION**

The eminent adoption of the 2040 General Plan Update provides a unique and timely opportunity to strengthen the core foundations of long-term economic development in Colma.

With the easing of restrictions related to the Covid-19 pandemic, sharpening the focus on Colma's land use tools and effective partnerships and programs are affirmative actions that the Council can take on this stated strategic priority.

**ATTACHMENTS**

- A. Economic Development Work Plan for Fiscal Year 2021-22



# ECONOMIC DEVELOPMENT WORK PLAN

## Fiscal Year 2021-22

Attachment A to the Aug. 25. 2021 Staff Report

### INTRODUCTION

In 2012 the Colma Economic Development Plan – Phase 3 Strategy & Action Plan was prepared for the Town by BAE Urban Economics. The plan was intended to guide actions over the ensuing ten years, and laid out potential strategies in response to overall land use and urban design needs.

Proposed economic development activities as described in the FY 2021-22 Plan are based on the following goals:

1. Establish a City Council ad hoc Economic Development committee, in order to:
  1. Create programmatic infrastructure
  2. Provide guidance, support and input to the execution of the 2021-22 work plan
  3. Establish goals for FY 2022-23 and beyond
2. Conclude, amend, add or discontinue action items identified in the Town's 2012 Phase 3 Economic Development Strategy & Action Plan
3. Advance related economic development activities delineated in the Town's Strategic Plan, specifically:
  1. Adopt and implement the General Plan Update 2040
  2. Support expansion or relocation of existing businesses
  3. Develop a Colma branding campaign

For the purposes of this new work plan, specific tasks and work products are described below in *blue font*, under each of the 2012 BAE plan strategies. The current status of each original action is noted in *blue parentheses*.

### WORK PLAN

#### 1. **Strategy: Refine Town Communications Program to Retain Existing Businesses**

This strategy acknowledges the importance of retaining Colma's existing businesses. Colma supports businesses in many sectors, including consumer retail, auto retail, entertainment, and cemetery-related businesses. These actions encourage local businesses to grow and expand.

Action 1A: Continue *ongoing* efforts to retain and expand the existing economic base

Action 1B: Conduct *ongoing* outreach to identify retention and expansion needs of local businesses

# ECONOMIC DEVELOPMENT WORK PLAN

## Fiscal Year 2021-22

Attachment A to the Aug. 25, 2021 Staff Report

### FY 2021-22 WORK PLAN:

1. Restart Mayor's business walks
2. Restart Town's business recognition event (target October)
3. Continue City Manager's regular meetings with cemetery owners / managers
4. Review and refresh as needed the Colma web site "Business" tab
5. Consider adding a business directory – look at examples from other small cities and towns
6. Explore business newsletter and other outreach and/or seasonal events opportunities with Chamber (key on the value of networking and recognition of businesses)

### 2. Strategy: Strengthen Auto Row

Colma's Auto Row is an important asset, and the Town wants to maintain its premier status in the Bay Area.

Action 2A: Convene an auto dealer's working group (*Ongoing*)

Action 2B: Deploy enhanced signage

Action 2C: Deploy streetscape improvements and freeway-visible signage (*Tied to future Capital Improvement Program (CIP) budget priorities*)

Action 2D: Facilitate joint auto dealership marketing program

Action 2E: Target new dealerships (*Ongoing*)

### FY 2021-22 WORK PLAN:

1. Continue City Manager's regular meetings with Auto Row leaders / managers
2. TBD
3. Explore current options for a new Town-owned and operated freeway sign
4. Poll dealers: Needs from a Town branding campaign?
5. Ensure that the anticipated departure of the Acura dealership in late 2021 is succeeded with a brand new to Colma and complementary to the Auto Row mix

### 3. Strategy: Expand and Diversify Retail and Restaurant Sectors

Colma depends on the strength and vitality of its retail offerings to support the Town's General Fund revenues. Colma is underserved by restaurants and home furnishing stores, and is well-positioned to attract these retail options.

Action 3A: Coordinate with cemetery and auto dealerships to promote local restaurants

Action 3B: Maintain Town database on vacant spaces suitable for new retail and restaurant tenants

Action 3C: Work with property owners, the Chamber, and area brokers to attract new businesses

# ECONOMIC DEVELOPMENT WORK PLAN

## Fiscal Year 2021-22

Attachment A to the Aug. 25. 2021 Staff Report

Action 3D: Identify potential locations for development of new full-service restaurants (*General Plan (GP) Update*)

Action 3E: Identify potential locations for development of a new large-format sporting goods store

Action 3F: Promote key visitation data and general positive business climate (*Ongoing*)

### FY 2021-22 WORK PLAN:

1. TBD
2. Develop a property owners list and vacant spaces inventory (for internal use)
3. Establish a commercial broker's directory and network. Develop a communications framework / vet with brokers.
4. Engage ownership and management in solving vacancies and discussing future beneficial changes at 280 Metro Center
5. Analyze sporting goods retail trends and compare with other larger-format retail (grocery, others)
6. What are other small cities and towns in the region doing? What can we learn and adapt?

#### 4. **Strategy: Accommodate Cardroom Expansion**

The Lucky Chances cardroom is Colma's largest employer, and generates substantial revenue for the General Fund. Its current facility is not large enough to accommodate all the tables it is licensed to operate, and its lease is set to expire in approximately seven years, The Town should initiate discussions about the business's long-term expansion needs.

Action 4A: Work Closely with Lucky Chances management to identify timing and space needs

Action 4B: *Use GP process* to identify possible locations for expanded cardroom and possible hotel

### FY 2021-22 WORK PLAN:

1. Schedule a meeting with cardroom ownership / management prior to the adoption of the General Plan, and ahead of Town zoning update process. Establish periodic check-in's.
5. **Strategy: Create Branding and Promotional Materials for Colma**  
Community branding is a process of identifying community core values, strengths, key features, or creative concepts to describe the community for economic development purposes.

Action 5A: Prepare RFP and retain branding and marketing firm

# ECONOMIC DEVELOPMENT WORK PLAN

## Fiscal Year 2021-22

### Attachment A to the Aug. 25. 2021 Staff Report

Action 5B: Create simple promotional materials and upgrade web site

Action 5C: Launch an expanded image and branding campaign

#### **FY 2021-22 WORK PLAN:**

1. Develop a General Plan 2040 roll-out, external messaging plan and best media vehicles to get to regional business and development audiences. Write content, scripts, talking points, etc. Set up a new web page.
  2. Consider adopting a Colma tag line to use ahead of a full branding campaign (example; "Visit / Shop / Eat / Rest / Repeat")
  3. Conduct a marketing / branding needs assessment survey of businesses (Set aside \$15,000 in FY 2021-22 Economic Development budget for specialized contractor)
  4. Draft a RFQ / RFP, along with a roadmap to FY 2022-23 start (assumes proposed CIP budget appropriation will be adopted in June 2022)
- 6. Strategy: Develop Specialty Retail/Entertainment/Dining district**  
Based on market analysis for retail, restaurant, and hotel uses, the opportunity to develop a cluster of specialty retail (particularly home-furnishings) and restaurant/entertainment appears strong over the long term. These categories were identified as leading retail sales in the Colma trade area, offering the potential to synergize with regional retail shoppers already coming to Colma's extensive retail facilities.

Action 6A: Select location or target area through General Plan update process (*GP in process*)

Action 6B: Revise development standards to encourage a specialty retail and restaurant district

#### **FY 2021-22 WORK PLAN:**

1. Build focus on opportunity sites
2. Zoning revisions follow GP adoption (Planning)

**7. Strategy: Develop Hotel**

Colma's strategic location along 1-280, proximity by San Francisco and San Francisco International Airport, its attraction of cardroom customers from a large region, and its extensive draw for cemetery-related activities, all point to the potential opportunity for development and market support of one or more hotel projects. Hotels not only serve to support other local businesses, but contribute extensively to local government tax revenues.

Action 7A: Select possible hotel locations through General Plan update process (*GP in process*)

Action 7B: Prepare RFP and retain consultant to complete feasibility analysis



## ECONOMIC DEVELOPMENT WORK PLAN Fiscal Year 2021-22

### Attachment A to the Aug. 25. 2021 Staff Report

Action 7C: Update Town regulations to allow for and encourage the construction of a hotel *(GP)*

Action 7D: Seek voter passage of a long-term ordinance implementing TOT *(Done)*

#### **FY 2021-22 WORK PLAN:**

1. Build focus on opportunity sites. Develop a ranked sites list.
2. Draft a scope of services for a feasibility analysis.

#### **8. Strategy: Create Town Center**

The Town has long sought more local-serving businesses, which can offer open-air retail and a community gathering place. Some have suggested a location near Town Hall for this concept, using a design which complements the historic City Hall and new Town Police Station on El Camino Real at Serramonte Boulevard. This vision could create a “heart of Colma” at the crossroads of the two major streets, creating a mixed-use project with retail, housing and/or office uses.

Action 8A: Select possible Town Center locations through the General Plan update process *(Done)*

Action 8B: Analyze parking needs *(Done)*

Action 8C: Modify Town regulations to allow for this type of development and mixture of land uses

#### **FY 2021-22 WORK PLAN:**

1. Complete the adoption and implement of the General Plan Update 2040 (Planning)
2. Commence zoning update (Planning)
3. Conduct an internal brainstorming session to roadmap how the current property uses could change into the Town Center.

#### **FY 2021-22 WORK PLAN – OTHER TASKS:**

1. Set work plan milestones for pausing, evaluating and adjusting work plan elements across the fiscal year
2. Determine feasibility, costs and benefits for updating key regional data and analysis from the 2012 BAE phases 1 and 2 reports
3. Conduct targeted outreach to mixed use and hotel development firms – focus on opportunity sites

