

Committee or Task force: East San Rafael Working Group Chair: Stephanie Plante Plan Date: January 2019



Vision

What are our long-term objectives for this Committee? (3-5 years)
To promote the importance of East San Rafael to the community's overall health; foster prosperity and address shared concerns.
To explore the formulation of a property based business improvement district (PBID) or tax levy.



Mission

Why does this committee or task force exist?
Continue to explore how we might collaborate as a group to share ideas, brainstorm and serve as a voice for East San Rafael Businesses in the city, serve on the GP 2040 Steering committee and participate in the City of SR Economic Development sub-committee.



Champions

Who are the Board Champions (Board Members Leading the Committee)?

Past Board Chair-Stephanie Plante
Current Board Directors- Steve Fox and Jaime Ortiz



Objectives

What are the specific measures of success for this committee? (Limit to one sentence)

- Objective 1 – Recruit at least 5 (five) new members to the Chamber in the calendar year. **(Fixed Objective for ALL Committees)**
- Objective 2- Increase membership on committee
- Objective 3 – Increase number of employment opportunities in East San Rafael
- Objective 4- Decrease barriers to businesses ability to expand in East San Rafael
- Objective 5- Increase awareness of the positive impact of the businesses in East San Rafael



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- Strategy 1 Engage more business owners and residents in the ESR working group
- Strategy 2 Develop and grow strategic alliances with other organizations in ESR. For example the Canal Alliance, Multicultural Center of Marin , the Downtown Streets Team/City of San Rafael partnership to continue the DST expansion to ESR, GP 2040 Steering committee, and ED sub-committee of the City of San Rafael.
- Strategy 3 Collaborate with the City's Economic and Community Development departments to identify opportunities for growth and address concerns in ESR
- Strategy 4 Present speakers/guests from the area who are knowledgeable about



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

- Activity/Task #1 Monthly meetings to share ideas, and collaborate
- Activity/Task #2 Expand Committee Members using recruitment tools
- Activity/Task #3 Survey Property owners and gauge interest and willingness to participate in a PBID
- Activity/Task #4 Analyze survey results and identify next steps of PBID formation
- Activity/Task # 5 Strengthen relationship with Canal Alliance
- Activity/Task #6 Recommend specific action by the group to City Council