



ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA

Councilmembers Mark Ross & Satinder S. Malhi

DATE: Wednesday, July 24, 2024
TIME: 5:00PM
PLACE: Council Chamber, 525 Henrietta Street, Martinez, CA 94553; and via Zoom

INFORMATION FOR THE PUBLIC

Information regarding meetings, including agenda materials, schedules and more, please visit the City's Meetings & Agendas webpage: <https://www.cityofmartinez.org/government/meetings-and-agendas>.

REMOTE PARTICIPATION

This meeting will be conducted in-person in the City Hall Council Chamber and shall be aired in real time via Zoom. The City cannot guarantee the public's access to teleconferencing technology, nor guarantee uninterrupted access as technical difficulties may occur from time to time. To attend the meeting via Zoom, you must be logged into a registered Zoom account. Click "Join Meeting" and enter the following details:

1. [Zoom Meeting Link](#)
2. **Webinar ID:** 916 2871 3047
3. **Passcode:** 8675309

PUBLIC COMMENTS

Public comments can be made in person at the meeting or submitted in writing. Written comments must be received by 12pm the day of the meeting. For information on how to submit written comments, please visit the City's Meetings & Agendas webpage linked above.

ADA ACCOMODATIONS

In accordance with the Americans with Disabilities Act and California law, the Council Chamber is wheelchair accessible and disabled parking is available at City Hall. If you are a person with a disability and require modifications or accommodation to attend and/or participate in this meeting, please contact the City Clerk's Office at (925) 372-3512. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

AGENDA CONTINUED TO PAGE 2

CALL TO ORDER - *Pledge of Allegiance*

ROLL CALL - *Councilmembers Mark Ross and Satinder S. Malhi*

REGULAR ITEMS

1. Business Roundtable with the Martinez Chamber of Commerce and Downtown Martinez and Company.
[Downtown Martinez & Company Update](#)
2. Receive funding requests for the Martinez Chamber of Commerce and Downtown Martinez & Co. and forward a recommendation to the City Council to authorize the City Manager to execute budgeted annual allocations for both organizations in the amount of \$45,000.
[Staff Report - FY24-25 Funding Requests](#)
 - [Attachment A - Chamber of Commerce Scope of Services for Annual Funding](#)
 - [Attachment B - Downtown Martinez & Co. Scope of Services for Annual Funding](#)
3. Receive report, hold discussion, and provide direction to staff regarding the Downtown Outdoor Dining and Retail Program and the Flex Space Program.
[Staff Report - Outdoor Dining and Retail and Flex Space Programs](#)

PUBLIC COMMENT - *Agenda Items Only*

ADJOURNMENT - *Adjourn to a Regular Economic Development Subcommittee meeting on December 5, 2024, at 4pm.*

On July 19, 2024, a true and correct copy of this agenda was posted on the City Hall Kiosk, located at 525 Henrietta Street, Martinez, CA 94553, and on the City website at www.cityofmartinez.org.

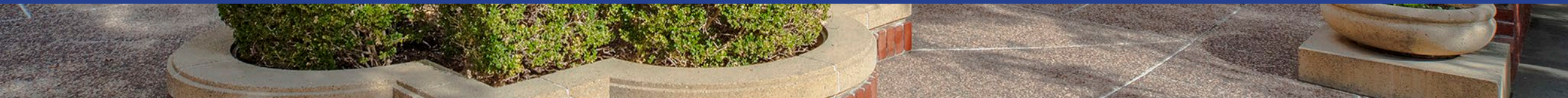
/s/ Kat Galileo, Assistant City Clerk



Downtown Outdoor Dining and Retail and Flex Space Programs

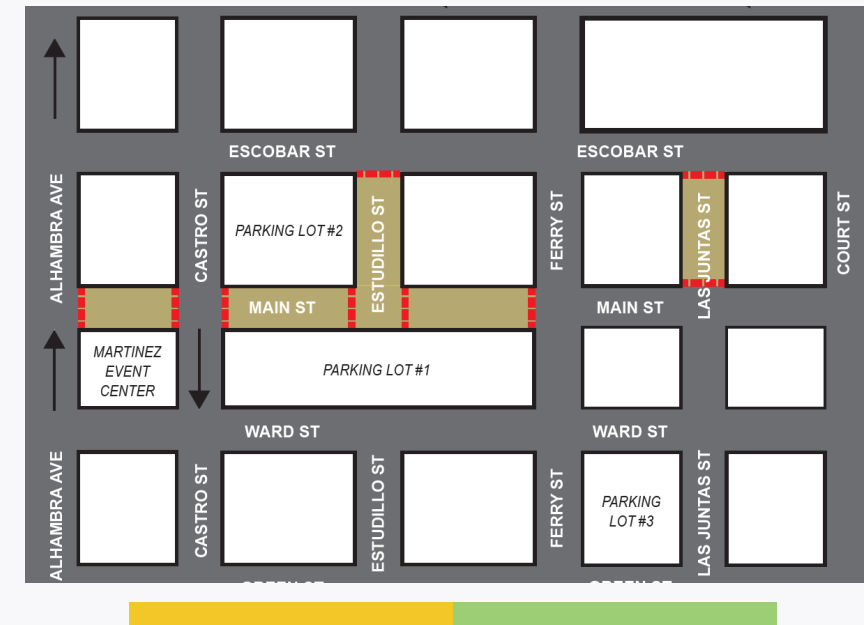
Economic Development Subcommittee

July 24, 2024



Downtown Outdoor Dining and Retail Program

- Developed to help businesses bring their dining and retail operations outdoors during the COVID-19 pandemic to comply with County health guidelines
- City established longer term approach based on popularity
- Allows businesses to locate outdoor dining and merchandise displays in public right-of-way
- Fridays and Saturdays, 5:00 to 10:00 p.m. (outdoor music ends at 9:30 p.m.)
- April through September
- Participating businesses:
 - Del Cielo Brewery
 - Brix & Craft
 - Roxx on Main
 - Taco Daddy's
 - Retro Now



Downtown Outdoor Dining and Retail Program Recommendations

- Undergoing evaluation
- Issues emphasized:
 - Safety
 - Impacts on surrounding businesses
 - Economic development opportunities
 - Staff tie and resources impacts
- Evaluation will assess:
 - Permit process for event-type activities
 - Duration limitations
 - Types of activities
- Update in late 2024/early 2025

Flex Space Program

- High-quality platform with railings that provides a safe outdoor experience
- Referred to also as parklets
- Program started in 2012; no significant changes since then
- 19 participating businesses occupying 32 on-street parking spaces
- Current fees: \$1,200 installation; \$60 per space per month
- Fees temporarily suspended from 2020 to 2022
- Planning Division took over management of Program discovered omission in recent billing
- City plans to recover only previously billed unpaid amounts and proceed with future charges

Flex Space Program Recommendations

- Eliminate requirement that only on-site prepared food service
- Expand boundaries to match the Downtown Specific Plan area
- Occupy maximum of 50 percent of block frontage, rather than 50 percent of parking spaces per block
- Prohibit overhead infrastructure on Main Street; case-by-case consideration elsewhere via design review
- Replace buy-in fee with actual costs
 - Materials: \$3,400
 - Labor: \$1,890
 - Signage: \$200
 - **Total: \$5,490**
- Replace quarterly billing with annual or biannual

Flex Space Program Recommendations (continued)

- Increase monthly per-space cost when and if parking fees are increased
- Update program name to Parklet Program

Recommendation

Receive report, hold discussion, and provide direction to staff regarding the Downtown Outdoor Dining and Retail Program and the Flex Space Program.



Questions?

Economic Development Subcommittee

Kat Galileo

From: Michael Cass
Sent: Wednesday, July 24, 2024 3:12 PM
Cc: Michael Chandler; Jill Bergman; Daniel Gordon; CityClerk
Subject: Tonight's Agenda

Councilmembers Ross and Malhi,

Below please find comments regarding Item 3 on tonight's agenda.

Thank you.



Michael P. Cass, *he/him*
Planning Manager
City of Martinez
525 Henrietta Street, Martinez, CA 94553
Direct (925) 372-3524 | Main (925) 372-3515
mcass@cityofmartinez.org | cityofmartinez.org

Note, beginning July 1, 2024, City Hall will be open Mondays through Fridays, 8:00 a.m. – 12:00 p.m. and 1:00 p.m. – 4:30 p.m.

From: Corey Katz <winekid2013@outlook.com>
Sent: Wednesday, July 24, 2024 2:26 PM
To: Michael Cass <mcass@cityofmartinez.org>
Cc: Jill Bergman <jbergman@cityofmartinez.org>; Daniel Gordon <dgordon@cityofmartinez.org>; Michael Chandler <mchandler@cityofmartinez.org>
Subject: Re: This is Corey Brix & Craft

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Subject: Enhancing Our Outside Dining Program for a Thriving Martinez

Dear Distinguished Council Members and City Management,

I hope this message finds you well. I am writing to share my thoughts on the outside dining program and the use of parklets in our city. Over the past 7 1/2 years, I have witnessed remarkable changes in Martinez. Our city has become more robust, family-oriented, and bustling with activity. The outside dining program has been a fantastic addition, attracting visitors from outside Martinez to experience the wonderful things we offer.

However, I believe there are a few adjustments that could enhance the program further. Specifically, I suggest extending the street closure timeframes, keeping the streets shut down and able to play music to 10 PM and reopening them at 11 PM would be very beneficial for all that participate. Given that most

businesses close by 6 PM, except for a few restaurants, this extension would provide more support for these establishments from both local and outside communities.

I have previously collaborated with Zack who used to be apart of this new program at the time, on initiatives to open up music on the streets, allowing people to sit, listen to music, and support local businesses and restaurants. These activities have been beneficial, and I believe we can continue to build on this success.

Regarding the parklets, I feel strongly that continuing their use will benefit both the city and local businesses, especially as we recover from the impacts of COVID-19. It demonstrates the city's support for progress and adaptation in challenging times.

In summary, I wholeheartedly support the outside dining program. It serves as excellent marketing and advertising for Martinez, effectively promoting our city without additional costs to the Downtown Association or the Chamber of Commerce. We are, in essence, social media marketing companies within our own businesses.

Thank you for your time and consideration. I apologize for not being able to attend today's meeting or submit my notes and comments before noon, as I am currently out of town for an event.

Once again, thank you for your attention and support.

Best regards,

Corey Katz

Warmest regards,

Corey Katz
925.286.9900
