

City Council Feedback Notes from Special Goals/Priorities Update Workshop

October 3, 2007

Business Development

The City has a great image

Haven - Water Front properties opportunities

Housing, Eateries > needs planning

Lab Space in M-2 Zone Area

Dumbarton planning is essential

Outlets may be a type of regional retail to pursue

Redwood City – need to coordinate along 101

El Camino - Green Alley still an interest

Attract Green Tech to City

Retention very important

Welcome to Menlo Park signage at entry ways needed

Assistance from those in the know – Advisory role

Is Menlo Park difficult to build in? “Are we typical?”

Haven Ave.

Get involved with downtown businesses – retention and attraction

Get ahead of curve by being proactive

Business development strategy

- Go out and market City
- Need to focus our plan
 - Regional retail
 - High Tech
- We need to Brand
- Get Venture Capitalist involved – They can assist with identifying markets
- List our strengths/weaknesses
- Periodic Reports
 - Pie chart style reports
 - What are the types of businesses in Menlo Park - the sizes?
 - What is the number of Restaurants located in Menlo Park?

Some regulations/policies can be difficult for some

Community Engagement

Focus on what we are already doing

- Commissions
- Start understanding Community Engagement

Citizen inclusion from a broad spectrum

Start up Newsletter – Communicate with residents

Use web site more effectively

Communicate geographically

- HOA's
- Neighborhoods
- Relevant to neighborhoods

Front page of website improved

Easy access

Updates to Blogs - out with updates

Community understands complexity of issues (help public)

Outreach real challenge – Balance of information to value received

Already do a lot – Need to focus better

Make sure new position does not create more overhead (Specialist)

Number cable viewers – Is there value in cable?

Assess current methods already using

Continue commission reports at Council meetings

Public Information Officer (PIO) Community Officer – Working with media

Hand held voting at community meetings when appropriate

Advisory body – Assist staff

- Look at electronic usage

Inclusion slow down process? Balance Communication

- Don't apply to everything
- Focus

Easy Community tools exist - use new staff

City Council buy-in to start small and expand engagement as needed

- Start with core focus
- Expand where effective and able to sustain in consistent manner