TO: HONORABLE CITY COUNCIL

FROM: CITY MANAGER DEPARTMENT: CITY MANAGER’S OFFICE

DATE: FEBRUARY 9, 2004 CMR: 150:04

SUBJECT: RECOMMENDATION TO APPOINT MARC DICKOW (JUNGLE COPY) AS A MEMBER OF THE DOWNTOWN PALO ALTO BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD TO REPLACE STEVE WARDEN (UNION BANK)

RECOMMENDATION

Staff recommends that the City Council appoint Marc Dickow, owner of Jungle Copy, a business located within the boundaries of the Downtown Palo Alto Business Improvement District (BID), to replace Steve Warden, representing Union Bank on the Downtown Palo Alto BID Advisory Board.

BACKGROUND

On September 22, 2003, the first Advisory Board for the Downtown Palo Alto BID was appointed and was directed to prepare a report to the City Council with recommendations for the establishment of a BID. The Board submitted its report, which was approved by the City Council. On January 12, 2004, City Council adopted the ordinance to establish a BID in downtown Palo Alto.

BID law requires that the Council-appointed Advisory Board make annual recommendations about the BID budget and activities. The Advisory Board appointed by the City Council is currently working with an attorney to develop the bylaws for the non-profit with which the City will contract to carry out BID activities. The current Advisory Board will recommend to the City Council that the board of directors of the non-profit be appointed as the permanent Advisory Board of the BID.

While the Council is under no obligation to appoint the Board of Directors of the new non-profit to the permanent Advisory Board, having the nonprofit Board of Directors appointed as the permanent BID Advisory Board allows the entity that is carrying out the activities and is most familiar with the BID activities and the BID businesses to
recommend to the Council what activities should be funded and carried out. This will ensure efficiency and continuity in the delivery of Downtown BID activities. This is a model used in many cities that have created BIDs.

**DISCUSSION**

To ensure that the Advisory Board remains a dynamic, working board, the Advisory Board reviewed its membership and identified a board member that can no longer serve due to a change of employment and location. The Advisory Board recommends that this board member be replaced by another local businessperson. No businesses representing the service business category are currently on the board. The Board unanimously recommends that Marc Dickow, owner of Jungle Copy, a service business in the BID, be appointed as a Downtown Palo Alto BID Advisory Board Member, effective immediately.

**RESOURCE IMPACT**

This recommendation has no resource impact.

**POLICY IMPLICATIONS**

This recommendation is consistent with existing City policies.

**ENVIRONMENTAL REVIEW**

This action by the City Council is not considered a project under the California Environment Quality Act.

**PREPARED BY:**

Susan Arpan, Economic Development Manager

**CITY MANAGER APPROVAL:**

Emily Harrison, Assistant City Manager