CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of June 29, 2010

In attendance were members, Javier Chavarria, Courtney Conlon, Sue Digre, Jim Heldberg, Dan Murphy, Mary Ann Nihart and Sue Vaterlaus.

Absent: Mike Ervin and Samuel Casillas

1. Call to Order

Chair Murphy called the meeting to order at 6:15 pm.

2. Approval of May 11, 2010 Minutes

The May 11, 2010 minutes were not approved because there were not enough members present who had attended the meeting to constitute a quorum for the purposes of approving the minutes.

3. Presentation on Farmer's Market

Erin Tormey, Manager of the Pacifica Market, told about the market and the fact that such markets were disappearing in many areas but the one here in Pacifica has been successful. This is due in part to the ideal location that has visibility along Highway1.

She suggested that the community could take advantage of the market since it is well known and was rated a top market in the Bay Area last year in Sunset Magazine. That kind of publicity and awareness could help promote other Pacifica events and activities.

Two hundred people at the market in the last week of August 2009 took a survey and the results of the survey showed:

- the majority of attendees come from Pacifica
- · many are frequent visitors to the market
- spend \$0-50 per visit

The market provides a space for community groups to use for distributing information about their activities and events and many groups take advantage of this opportunity. In addition some of the vendors come from Pacifica.

A member of the committee asked how the Pacifica market was working and Ms. Tormey responded that it was close to paying for itself but was still dependent on the \$4,000 subsidy from the City. She was planning on selling ads to support the market and that might eliminate the need for the City subsidy.

A question was asked about the market integrating with the Rockaway businesses and Ms. Tormey said that many Rockaway businesses already take

advantage of the market by having cards available to tell about their business to market goers.

Discussion followed about how to make parking work better and there were a number of suggestions including the need for better signage to indicate the location of the parking in the Lighthouse Hotel garage. Ms Tormey responded that she would work on that idea.

There was discussion about alternative sites and Ms. Tormey explained that most of were not selected due to poor visibility from Highway 1, difficult access, or not enough parking.

Jim Heldberg commented that he was opposed to using taxpayer money to compete with local businesses and was concerned that the market takes away all the parking and makes it difficult for local businesses. It was not a net gain for his business and he is opposed to it being in the area.

4. Status of Subcommittee Work

SC #1 – Javier Chavarria reported that he had contacted about 43 people regarding the survey and half agreed to talk. He is working on setting up meeting with the individuals. He will send a list out to the committee to make contact with those the committee members know.

SC#2 – Dan Murphy reported that he had been able to touch base with the shopping districts and would continue to work on it. Mary Ann reported that she and the City Manager have started a process to organize the Palmetto businesses.

SC #3 – No action was reported since Sam Casillas is away.

4. Resolution Supporting a Public/Private Partnership for the Development of the Quarry

Dan Murphy gave some background and discussion followed on the draft resolution. Discussion followed about the advisability of calling the area a downtown and whether that would divert the attention from the central point of working to develop the entitlement for the area. The City Manager agreed to draft a new draft for the next meeting.

Discussion on Calera Parkway Project on Highway 1

It was noted that the close of the comment period for the EIR was July 22, 2010. The final draft EIR is expected to be complete in January 2011. There was a suggestion that the EDC review it and comment on it when it comes out for public review.

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Javier Chavarria talked about the Little League tournaments and the work that needs to be done to take better advantage of them for the hotels and businesses in the City.

Jim Heldberg commented that parking was needed for the pier. He also mentioned the County training program to provide employment and asked that information be sent out to the committee.

6. <u>Oral Communications from the Public</u> None

7. Next Meeting Date

The next regular meeting date was set to be July 13, 2010.

The meeting was adjourned at 8:31pm.