

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of November 7, 2012
Approved on December 11, 2012

In attendance were members: Jim Heldberg, Sue Vaterlaus, Victor Spano, Mary Brown, Vasu Narayanan, Mike Ervin, Sue Digre and Courtney Conlon.

Absent: Javier Chavarria, Sam Casillas and Mary Ann Nihart.

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:03 pm.

2. Approval of October 9, 2012 Minutes

The October 9, 2012 minutes were approved on a motion made by Mary Brown and seconded by Sue Vaterlaus. The motion passed.

3. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

No Updates

Subcommittee for Objective #2 Report

◆ Small Business Incubator

An attachment summarizing the Kimco meeting was distributed to the committee. Victor Spano mentioned that the meeting went well, and Kimco is very interested. The subcommittee needs to meet to discuss the formation of a non-profit which takes time and should be first priority. Kimco wants to have an Open House for the public to discuss their KEYS program. Victor was wondering who would promote this; would it be the City? Would we need to take this to Council and get direction from them? The City Manager said the Chamber and City could do it jointly with Council's approval. He will agendaize this for the November 26th City Council Meeting.

Mary Brown recalled at the Kimco meeting that both the City and Kimco left with a list of tasks to complete before meeting again. She also stated that she attended a meeting earlier in the day in which the City of Brea discussed searching for people who have patents in their town and use them for Economic Development. Why couldn't we do this in Pacifica and get local patent holders involved in the incubator?

◆ Mentoring Program

Courtney Conlan said that the Chamber supports idea of having start-ups hooked up with mentors. She will post a request on the Chamber Wave newsletter looking for mentors so we can start storing names for the Program.

Victor mentioned that Boston Bill's on Highway 1 has closed, and perhaps this would have been a perfect case where a mentor could have advised the owners.

Since the Mentoring Program is a subset of the Small Business Incubator, the Committee has decided to keep it on the agenda and revisit it in January.

◆ **Art Space Use**

Vasu continues to communicate with the Art Guild. The Art Openings seem to have the same people attending, and he is hoping to meet with the whole group to find ways to generate more interest.

◆ **Movie Night**

Victor Spano stated that since it is now winter, we may want to revisit this for next year. He also mentioned that he had spoken to someone who suggested the interior of Park Mall on Terra Nova. Sue Vaterlaus said that that area in the mall is severely underutilized, and it would be a great location even now in winter. With that in mind, the next step is to find out who will hold the insurance certificate. Sue said to check with the Chinese Benevolent Society in Park Mall. The City Manager said that the City will sign the agreement for the equipment.

Subcommittee for Objective #3 Report

◆ **City Map Update**

Courtney and Sam met with Steve Patterson with the Bay Area News Group (BANG). They spoke about condensing the map. He is working on making a spec which Courtney will bring back to the Committee hopefully by the next meeting.

It was mentioned that the Pacifica APP is now available for both I-Phone and Android users.

◆ **Encouraging Sporting Events in Pacifica**

Mike Ervin revisited the idea of a cross country invitational here in Pacifica. At our previous meeting, he had mentioned a recent event he attended which had 60 teams with about 30 kids on each team plus parents traveling to the designated venue. The revenue from this sort of event would be huge for Pacifica. The cross country coaches with Terra Nova High School, Michelle Beaucamper and John McMullen, attended our meeting. They would love to bring this sort of event to Pacifica.

Discussion ensued on various topics including the site for this event, dates, promotions, setup and cleanup, to name a few. The biggest unknown is the cost of putting something of this magnitude on. The coaches spoke of a high school cross country calendar which tracks where and when races will be held. At present, most events are held in the same cities, so a new event in Pacifica may be more attractive to other schools. A race along the ocean would also be a plus. Finding a spectator friendly course would be most important for families who come to watch their children run.

The first invitational would be on a manageable scale, perhaps 20 schools. Then as each year progresses and the glitches are ironed out, we could add more schools. The coaches would invite participants from those schools located some distance away from Pacifica – Sacramento, Salinas, King City,... the idea being they come on a Friday, stay overnight, and participate in the race the next day.

Committee members were enthusiastic with this idea and agree there is initial work, research and approvals needed before we can continue with any further plans.

4. Participation in selection of consultant for development of the Economic Development Plan

The City Manager announced that the Request for Proposals (RFP) for Development of an Economic Development Plan had been sent out and available on the City's website as of October 23, 2012. A copy of the RFP was provided to the Committee members. The deadline for responses is Friday, November 16th. The City Manager will need 2 members from the committee to participate in a group that will review proposals and interview possible consultants. Interviews, if conducted, will be at the end of November or the beginning of December. Victor Spano and Mary Brown volunteered. The consultant has to be approved and an agreement has to be taken to City Council on December 10, 2012.

5. Oral Communications from the Public

None.

6. Oral Communications from the Committee

The City Manager mentioned that the Devil's Slide Ride Shuttle will kickoff on December 1, 2012, at 11:00 am, in conjunction with the City's Elf Market.

Victor asked if we would do a business route opening on Palmetto before the streetscapes improvements were complete. The City Manager stated it wouldn't happen during the PG&E undergrounding, but perhaps next Spring.

Courtney announced the Rockaway Beach Merchants are having their tree lighting on December 6th.

8. Next Meeting Date

The next meeting date was set for **TUESDAY, December 11, 2012.**

Jim Heldberg adjourned the meeting at 7:50 p.m. with a motion made by Sue Vaterlaus and seconded by Victor Spano.