CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE

Minutes of December 11, 2012

In attendance were members: Sue Vaterlaus, Victor Spano, Mary Brown, Vasu Narayanan, Mike Ervin, Sue Digre and Courtney Conlon, Javier Chavarria, Sam Casillas and Mary Ann Nihart.

Absent: Jim Heldberg.

1. Call to Order

Vice Chair Sam Casillas called the meeting to order at 6:02 pm.

2. Approval of November 7, 2012 Minutes

The November 7, 2012 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mike Ervin. The motion passed.

3. Sub-Committee Reports/Discussion

The committee agreed to move Objective #3 to the beginning of the meeting as there was a guest speaker on that item.

Subcommittee for Objective #3 Report

- **City Map Update**

Sam mentioned that everything set forth in the objectives now appears in the Map, including trails, blowouts of different areas, events, activities, Open Space, Businesses and Services, plus legends.

Steve Patterson, publisher of Bay Area News Groups (BANG) was in attendance. He was planning on re-doing the Tribune's map and, after recently meeting with Sam and Courtney, has decided to join forces and keep ONE map. He carried large scale samples of the map for the committee to view. His department can edit the copy down to half the present size by removing some of the wordiness, and, by using different fonts and italics, they can make the appearance more interesting.

Mary Ann was curious if there was heavier paper that would make the map more durable. Mr. Patterson would look into it. He also suggested finding additional advertisers such as Sports Authority and Hertz, to name a few. Additional items to put on the map would include fishing and surfing spots, kayaking launch points, and difficulty levels for our trails.

The next step would be to develop a spec, but first files will need to be gathered from Stephen Johnson, the previous photographer. Mr. Patterson will bring a spec hopefully to the next meeting, and the goal will be to eventually digitize it.

- **Encouraging Sporting Events in Pacifica**

Javier mentioned that bringing a tournament to town is on hold due to winter and drainage issues at Fairway Park. He is hoping to revisit this before tournament season starts in June.

Mike discussed the cross country event from the previous EDC meeting. The main issue is the date, with August and September typically being the pre-season warmup. The Committee would like to have the Terra Nova coaches return to the next meeting, and Courtney will bring an update from the hotels as to occupancy rates for those months.

Javier inquired about the Oddstad site which is up for sale by the school district. It would be a great venue to hold a sporting event. Sam said he would look for available grants for non-profit youth sports.

The subcommittee will continue to work on these issues and present updates at the next meeting.

Subcommittee for Objective #1 Report

No Updates

Subcommittee for Objective #2 Report

- **Small Business Incubator**

Volunteers were sought for a tour to a Sunnyvale incubator site on December 19th. Due to conflicts with the proposed time, tentative attendees are Victor, Mary, Jim and the City Manager.

Victor spoke to Nicole at Kimco who told him that Kimco has possible leases for all the empty spaces in Linda Mar. She can't commit to anything until January, which is when Victor will follow up with her.

Mary brought up starting the economic development non-profit which appears to be possible with minimal effort. She inquired if the City Attorney can assist with the process, and the City Manager will check and provide a response at the next meeting.

- **Mentoring Program**

The Chamber will put an ad in their newsletter to start generating a list of mentors. Victor will draft the verbiage with Mary and Courtney.

- **Art Space Use**

Vasu continues to communicate with the Art Guild and their Board. The landlord would like to see it be a little more active. The holidays would have been a perfect time to do something special, but they have chosen to put the exhibits on hold until February 1. Vasu will continue to talk to both.

- **Movie Night**

Victor Spano stated that since it is now winter, we will revisit this in the Spring. He will look for a buy-in from the Centers hosting the movie to cover the costs.

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

Mary announced that after a lengthy selection process, Wahlstrom & Associates/Susan Barnes were chosen as the consultant to develop the City's Economic Development Plan. Wahlstrom and Barnes paralleled Pacifica to Malibu in a very organized, convincing and knowledgeable manner. They demonstrated great flexibility in working with the City.

The City Manager announced that City Council approved the contract with Wahlstrom and Barnes at their December 10th City Council meeting. The City Manager will invite the consultants to attend our next meeting in January.

5. Oral Communications from the Public

None.

6. Oral Communications from the Committee

Sue Vaterlaus noted that the Rockaway Beach Tree Lighting event was very successful, and most stores reported doing very well.

Mary Ann thanked everyone on the committee. She has been quite pleased with how the EDC has taken shape and is proud and impressed to have been a part of it.

Sam mentioned that some of the City's events have become successful thanks to BANG who now lists Pacifica's events on their website.

Victor spoke about a television program on KTSF (Channel 26) called Bay Are Drop In, which recently aired a historical cultural feature on Pacifica. It can be seen on You Tube.

8. Next Meeting Date

The next meeting date was set for **TUESDAY, January 8, 2013.**

Sam Casillas adjourned the meeting at 7:42 p.m.