

**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE**

**Minutes of February 12, 2013
Approved on March 12, 2013**

In attendance were members: Sue Vaterlaus, Victor Spano, Mary Brown, Vasu Narayanan, Mike Ervin, Len Stone, Courtney Conlon, Jim Heldberg, Sam Casillas and Javier Chavarria.

Absent: Mary Ann Nihart.

1. Call to Order

Chair Victor Spano called the meeting to order at 6:03 pm.

2. Approval of January 8, 2013 Minutes

The January 8, 2013 minutes were approved on a motion made by Sue Vaterlaus and seconded by Vasu Narayanan. The motion passed.

3. Discussion about development of Economic Development Plan

Consultant Susan Barnes attended this meeting to discuss the steps Wahlstrom and Associates are taking to develop Pacifica's Economic Development Plan. Their goal is to gain input towards what is needed to develop an effective plan. Presently, they have interviewed 12 people and are working on setting up more interviews. Ms. Barnes asked each of the committee members what they would like to see accomplished in the plan.

Mike Ervin would like to see a better image for Pacifica and more friendliness towards businesses. Sam Casillas would like a plan that helps transform Pacifica's economy. Jim Heldberg would like businesses built up to support our economy. Victor Spano would like a plan that outlines how Pacifica can get back on track. Sue Vaterlaus would like Pacifica to become a destination town and wants to see the Quarry developed. Vasu Narayanan would like the economic foundation of Pacifica stabilized. Courtney Conlon would like Pacifica to create and sustain a strong local economy and would like businesses to exhibit pride of ownership within the business community. Len Stone would like a better business environment and to raise revenue for City services. Mary Brown would like better marketing of Pacifica and to figure out ways to stabilize our failing infrastructure. Javier Chavarria says Pacifica has a beautiful environment, but we need to promote our history, promote our events and bring more sporting events to town.

Ms. Barnes thanked the committee for their comments and stated the first step for them is to absorb everything. Then they look at what is practical and what is achievable. With as much information as can be gathered, their goal is to present a viable plan with actionable steps.

Ron Maykel who would like to see businesses with window boxes and perhaps a contest to find the best one. He would like to see an Art and Wine Street Fair and just more events in town. Hal Bohner stated that the Highway 1 widening will affect at least 80 businesses in town negatively. Horace Hirshaw, who promotes Little League Tournaments, said we should try and

attract cruise ship passengers to Pacifica. Rochelle Lopez would like Pacifica to package the top 10 things for new businesses to complete (i.e., plan check, reviews, permits, etc.).

4. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

No updates.

Subcommittee for Objective #2 Report

◆ Aspiring entrepreneur mixer – follow-up

Victor mentioned that this was the first of its kind event held in town, and we had a great turnout. Thanks to the Chamber for co-sponsoring the event. It would be nice to get the list of those who attended and do follow-up work. There were even people who volunteered to be mentors. The Kimco KEYS program may be a model for Eureka Square.

Mike said a lot of locals showed up with businesses we already have plenty (i.e. yoga studios) of in town. It was well attended and well run.

Mary mentioned that word did get out of Pacifica as she did meet one person from out of town. She remarked that the event was spectacular.

Courtney said the turnout was great for a first time event and for one held midweek. When we do another one, we should advertise on social media platforms.

Jim said we need to keep the momentum going.

◆ Art Space Use

Vasu says the goal now is to ensure continuity once the Art Guild steps away. The next showing will be some time in May.

◆ Small Business Incubator

Victor said the visit to the Plug and Play in Sunnyvale was amazing and offered special thanks to Jim Heldberg for organizing it. Jim said that 300 businesses on 3 floors with workers from all over the globe is such an exciting concept. It is much more than Pacifica could imagine but just imagine the possibilities. Mary said that it started as a rental space but encouraged people to stay long term. Now the companies there have to have their funding in place and a business plan before they can even get their foot in the door. Plug and Play had an individual with money who was instrumental in starting the process.

◆ Mentoring Program

The committee is continuing to try and get names of possible mentors.

◆ **Movie Night**

Victor met with the City's Planning and Parks Beaches and Recreation Directors. Both have told him to find out which shopping centers are interested in hosting the Movie Night and send in one Master Application. The subcommittee is hoping for July and August for Movie Night.

Subcommittee for Objective #3 Report

◆ **City Map Update**

Sam mentioned that he is becoming skeptical about the finality of the map. There is some misalignment with the Tribune. They want to satisfy too many people with just one map. Steve Patterson (Bay Area News Group) states that Stephen Johnson did not send over the files, but the City Manager has confirmed that they were sent.

More to follow at the next meeting.

◆ **Encouraging Sporting Events in Pacifica**

Javier said he is creating a bridge with the Little League group in town. They are now organizing teams starting with kids at age 8. The goal is to set up a tournament once the Pacifica National Little League season is over. They'll start with the fields at Fairway Park.

There is a property owner in town who may be interested in setting up a small sports complex on his property. Javier is working on this and will keep the committee updated.

Len mentioned that it may be beneficial to have one facilitator for all sporting events.

◆ **Cross Country Event in Pacifica**

Mike discussed the cross country event which will be a pre-season meet in August or September. He needs direction now as there are three entities involved: Sharp Park Golf Course, Mori Point and the Berm. The City Manager will provide him with a contact from the GGNRA who may be able to help.

Horace Hinshaw would like to see the establishment of a Sports Commission which could handle all Pacifica Sports activities and events. Courtney said that the Chamber is now centralizing the Community Calendar to include all activities and events in town.

5. Oral Communications from the Public

Horace Hinshaw discussed and Anchor Game that used to be held between Oceana and Terra Nova High Schools. Now there is a Skull Game between Terra Nova and Half Moon Bay's High School. We need to promote big events in town.

Ron Maykel said the Highway 1 Widening may be detrimental to the future of businesses. We need to agendize this issue.

Hal Bohner said there is a timeline attached to the Highway 1 Widening and CalTrans finalizing their Draft Environmental Impact Report (DEIR). The time to make comments towards the DEIR is now.

Rochelle Lopez would like to see a predetermined time to allow showing of available rental spaces in shopping centers the next time we do an Entrepreneur Mixer.

6. Oral Communications from the Committee

Sue Vaterlaus stated that the merchants in Rockaway Beach have started their own Merchants Association. The momentum started after the December Tree Lighting, and they want to keep it going.

Javier Chavarria has met with the Hawaiian Cultural Center in South San Francisco. They may be interested in doing a Hawaiian Festival/Luau in Pacifica.

Mike Ervin would like to look at a new subcommittee solely responsible for bringing restaurants to Pacifica.

Len Stone announced that there is a 5-Year Financial Plan meeting on February 13, 2013, at 6 pm.

Jim Heldberg said that we discussed all sorts of kids' sports, why not start an adult softball league in town?

Mary Brown talked about the widening of Highway 1 being needed to allow emergency vehicles to get through.

Sam Casillas wanted to agendaize the Highway 1 Widening for the next meeting. He made a motion, but there was no second. It failed.

7. Next Meeting Date

The next meeting date was set for **TUESDAY, March 12, 2013.**

Victor Spano adjourned the meeting at 7:50 p.m.