

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of March 12, 2013

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

Absent: Mary Ann Nihart and Vasu Narayanan.

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 Jim Heldberg and seconded by Mary Brown. The motion passed.

3. Discussion about development of Economic Development Plan

Consultant Stephen Wahlstrom 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. Mr. Wahlstrom has been conducting interviews and provided the committee with a handout listing those people interviewed and a table highlighting the status of development sites and areas within Pacifica.

Considerable discussion arose on several of the sites included in the listing.

Palmetto Avenue Corridor Revitalization – Jim Heldberg asked if this would be a case of if we build it, will people come? The City Manager said the goal is to get the infrastructure done then sell it to business owners. Discussion arose about whether the zoning was correct and the consultant will address it in the plan. Javier Chavarria brought up the parking problem which is a popular issue in this area. Mr. Wahlstrom states the goal would be to urbanize this area.

Eureka Square Shopping Center Revitalization – Consensus among the committee showed this to be a conundrum. A huge opportunity exists here and the Committee welcomes any help. A portion of the problem is the property owners are reclusive and have no clear vision. The City Manager mentioned he has met with agents representing the owner, and they have stated they want it to become residential which is just not in the best interest of the City.

Calson Site Development – The Pedro Point Community Association had a meeting and decided that the best economic use for this property was to keep it as commercial recreation. The Committee would still like the plan to pose some possible suggestions for this site.

Quarry Site Development – The Committee wholeheartedly agreed that something has to be done in the quarry.

Mr. Wahlstrom concluded with how the Economic Development Plan provides guidance; it is a balancing act. We have to look at land uses that are best for the City, but at the same time attractive to the property owners. Housing may be a necessary element to help sell other ideas on any of these properties.

4. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

Javier Chavarria has met with the Planning Director who will attend the next Economic Development meeting with an update and full report.

Subcommittee for Objective #2 Report

◆ Aspiring entrepreneur mixer – follow-up

Victor Spano did some follow-up from the last event and e-mailed a questionnaire to participants. 2 out of 15 responded, and it appears most are doing things on their own. Hopefully, many will start businesses in town.

Victor also brought up EB5, a new program in which foreigners who have \$500,000 to invest can get a visa plus a great return on investment. This program has been great with creating jobs in small communities.

◆ Art Space Use

Victor mentioned that there will be a new opening on March 29, and this will showcase a transition away from the Art Guild to the Sanchez Arts Center artists. Courtney Conlon announced that the Chamber will do a ribbon cutting that night.

◆ Mentoring Program

Victor spoke about Todd Ferrell, a business coach willing to mentor in Pacifica. He does classes for the Small Business Administration, and the Committee may want to work a small event around him.

◆ Movie Night

Victor stated that the Master Application is coming along nicely. Park Mall, Pedro Point, Eureka Square and Linda Mar Shopping Center have all expressed a keen interest in participating. More will follow at the next meeting.

◆ Restaurant Outreach

A suggestion was made to form a subcommittee to identify new restaurants and bring them to Pacifica. The San Francisco-based Fresca restaurant owner came to Pacifica, was impressed with the place, and opened a new restaurant at the Pacifica Beach Resort. We need to find more people like him. Ideas arose about opening all vacant spaces on one day to prospective restaurateurs. This subcommittee will continue to research this idea.

Subcommittee for Objective #3 Report

◆ City Map Update

Copies of the content, directory listing and an 11 x 17 map were distributed to the Committee by Courtney. The Tribune has voiced concerns over the selection of businesses and those who were left out. Sam Casillas said that we had to make cuts somewhere, and it would be impossible to please every one. Unfortunately the map was going to print the next day which did not give the Committee much opportunity to make changes. Some businesses had gone out of business – those were crossed off the list. Some businesses had to be added. Consensus was that Courtney would go to the Tribune on Wednesday and see if she could get the few changes made by the Committee in before the printing started. (NOTE: CHANGES WERE MADE).

◆ Encouraging Sporting Events in Pacifica

Javier said he is creating a bridge with the Little League group in town. Little League opens on March 30. By the next meeting, Javier should have a schedule of which tournaments will take place in Pacifica.

◆ Cross Country Event in Pacifica

Mike discussed the cross country event which will be a pre-season meet in August or September. There was a get-acquainted meeting last week, and the decision was made to move forward. Unfortunately, the group hit a snag when talking to the Golf Course, which will allow usage of one hole on the golf course for a \$5,000 fee. Discussion ceased after that. The City Manager may have to intercede before this can be furthered.

5. Intern Position for Summer 2013

The City Manager advised the committee to hold off on the Intern position. The Economic Development Plan will be completed in June and then there will be a transition in July with a new City Manager. Optimum would be to fill the position some time in the Fall.

6. Oral Communications from the Public

None.

7. Oral Communications from the Committee

The City Manager provided the Committee with copies of the Sales Tax Report for Pacifica.

Courtney announced a couple of ribbon cutting events the Chamber would be celebrating:

3/27 – Tri-Chamber lunch at the South San Francisco Convention Center;

3/28 – Beach Monkey Café;

3/29 – Eureka Square Art Gallery

8. Next Meeting Date

The next meeting date was set for **TUESDAY, April 9, 2013.**

Victor Spano adjourned the meeting at 7:59 p.m.