

**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE**

**Minutes of April 9, 2013
Corrected and Approved May 14, 2013**

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

Absent: Javier Chavarria.

1. Call to Order

Chair Victor Spano called the meeting to order at 6:01 pm.

2. Approval of March 12, 2013 Minutes

The March 12, 2013 minutes were approved on a motion made by Sue Vaterlaus and seconded by Jim Heldberg. The motion passed.

3. Discussion about development of Economic Development Plan

Consultants Stephen Wahlstrom and 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. Mr. Wahlstrom and Ms. Barnes provided the committee with handouts that included a draft survey about business development and workforce needs; a draft economic development goals chart, and a revised sites chart.

The consultants discussed the Survey which concentrated on business expansion plans and workforce needs. It is critical to the success of a business to have a good workforce. Victor Spano asked if it would be better to put more emphasis on bringing businesses into town first than to consider who is available in our workforce. Jim Heldberg agreed. Mary Brown asked if there was going to be more than one survey, and the answer was this was the only one. She then respectfully asked for changes to be made to this survey.

Jim Heldberg voiced his disappointment at what was shown to the Committee by the Consultants. Mr. Wahlstrom explained that this was just one piece of a big puzzle. The final product will provide a more comprehensive and accurate picture.

Considerable discussion continued on the second handout which outlined the Goals and Implementation Actions for the Plan. Mr. Wahlstrom discussed the twelve possible goals with the desired effect being an increase to the City's income long-term. Sam Casillas said that he sees possibly 3 goals with 9 methods of implementation. Other committee members agreed. Victor questioned why the Quarry was not included on this list. Mr. Wahlstrom said that Highway 1 is the big issue, and it is difficult to evaluate proposals as they go forward.

Len Stone asked if Pacifica has a vacancy problem, and Mr. Wahlstrom responded that we have an under-utilizing of space in Pacifica.

4. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

Mary Brown stated that she needed to go to the City's Planning Department to get permits for remodeling a bathroom. She was very impressed with staff and their assistance with her paperwork. It was a very positive experience.

Subcommittee for Objective #2 Report

◆ Art Space Use

Vasu announced that a new art opening will take place on April 19. It will feature two artists, Leo Bersamina and Terry Hoff. The next one on May 17th will feature a Pacifica photographer. Vasu is now getting some interest from people wanting to rent the space for parties. A website has been created for the art shows – www.OceanaArts.org

◆ Movie Night

Victor has submitted the Master Application, along with site plans, for four sites. Park Mall, Pedro Point, Eureka Square and Linda Mar Shopping Center have all expressed great interest in participating. Victor is awaiting a reply from the Planning Department. More will follow at the next meeting.

◆ Restaurant Outreach

Victor spoke about the Culinary Academy and a possible co-op which may be occupied at a Below Market Rate. This idea will be researched and reported on at the next EDC meeting.

Subcommittee for Objective #3 Report

◆ City Map Update

Victor noted that he was disappointed that the business listing was not included in the map but was pleased overall with the final product. Sam Casillas was upset that the list was not included. The committee decided months ago to include visitor-attracting businesses, and he has painstakingly taken 2,500 businesses and reduced them to a printable amount. Sam felt we should have put a disclaimer that the EDC approved the listing. Other members disagreed. Considerable discussion continued but eventually the committee agreed the final map was well done considering the eleventh hour decisions that had to be made.

◆ Encouraging Sporting Events in Pacifica

Len spoke about a focus group meeting on April 16 that will hopefully provide feedback in planning future sports events in town.

◆ Cross Country Event in Pacifica

Mike discussed the cross country event which will be a pre-season meet in August or September. They are working out the logistics and feasibility.

5. Available Retail Space Open House

Victor mentioned that at a previous meeting, one of the audience members had requested that all available retail spaces be open for viewing at the same time. Victor contacted all retail owners with vacant spaces to see if it would be possible. He was wondering if Council would endorse the open house, and Len Stone believed that they would.

6. Oral Communications from the Public

None.

7. Oral Communications from the Committee

The Beautification Advisory Committee will be looking for groups to adopt sites and volunteer to plant plants on Earth Day.

Victor noted that Mark Biagini of Biagini Properties has shown interest in the KEYS Program.

Sam mentioned that a new children's playground has opened in Pedro Point.

Steve Rhodes discussed the Committees and Commissions staff report going to Council in May. The report will be provided to the Committee prior to the Council Meeting.

Courtney announced that the Holiday Inn Express was having a reception on Thursday evening in honor of them receiving the Torchbearer Award. The prestigious award is only given to those hotels rated in the top three percent and to those that provide exemplary customer service

8. Next Meeting Date

The next meeting date was set for **TUESDAY, May 14, 2013.**

Victor Spano adjourned the meeting at 7:42 p.m.