

# CITY OF PACIFICA

## ECONOMIC DEVELOPMENT COMMITTEE

Minutes of February 8, 2011  
Approved 3/8/11

In attendance were members: Samuel Casillas, Courtney Conlon, Javier Chavarria, Sue Digre, Mike Ervin, Jim Heldberg, Dan Murphy and Mary Ann Nihart.

Absent: Sue Vaterlaus

### 1. Call to Order

Chair Murphy called the meeting to order at 6:12 pm.

### 2. Approval of January 11, 2011 Minutes

The January 11, 2011 minutes were not available and will be presented at the next meeting.

### 3. Branding Discussion

Sam Casillas told about meeting with interested people on branding. They were eager to be involved in the process. Courtney Conlon told about the Chamber's involvement in the branding process and its desire to help move the process along quicker. Discussion followed on how to do this and it was agreed that the EDC would work with the Chamber to develop the branding program for the City as fulfillment of one of the committee work tasks.

### 4. Subcommittee Reports/Discussion

**SC #1** – Javier gave a report on the subcommittee's work (see attached slide presentation and narrative). Mike said all comments were accurate and reflected what happens in the City permit process. Discussion followed on findings and what is needed. The City Manager will take the report back to the Planning Director and staff will prepare a response on how to make changes.

**SC #2** – Dan Murphy did not have much to report and was not sure on how to proceed. Mary Ann talked about the experience at the Mayor's Walk in Rockaway Beach and how the issue of signs came up. She asked if this was a task that the subcommittee could tackle. Courtney Conlon will find out more information regarding the sign issue in Rockaway Beach.

A member of the audience, Vasu Naranayan from Oceana Market, told about the effort to coordinate signs in Eureka Square and also talked about promotional programs that he has seen in other areas.

**SC #3** – There was no report from the subcommittee beyond the branding discussion earlier in the agenda.

5. Update on General Plan Meeting

The City Manager gave an overview of the General Plan Update meeting that was held on January 29, 2011. The meeting was well attended and there was good discussion among the participants. While some attendees were concerned about the content of the material that was presented there was still plenty of discussion and written feedback was provided to the consultants.

The committee discussed the meeting and the next steps for the General Plan update process. Staff explained that further progress will depend on the availability of funds in the Budget in the next fiscal year which begins July 1.

6. Oral Communications from the Public

None

7. Oral Communications from the Committee

Jim Heldberg talked about having a map on the kiosk in Rockaway. Courtney said the Chamber was working on it.

Javier Chavarria announced that a joint Study Session with the City Council and Planning Commission was scheduled for March 9, 2011.

Courtney Conlon announced that the Giant's World Series Trophy was going to be in Pacifica at the Community Center on March 17<sup>th</sup> from 3:30 to 5:30.

8. Next Meeting Date

The next regular meeting date was set to be March 8, 2011.

The meeting was adjourned at 8:00 pm.