

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of January 17, 2012

In attendance were members: Sue Vaterlaus, Jim Heldberg, Victor Spano, Mary Brown, Vasu Narayanan, Javier Chavarria and Mary Ann Nihart

Absent: Courtney Conlon, Sue Digre, Mike Ervin, and Sam Casillas

## 1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:05 pm.

## 2. Approval of December 13, 2011 Minutes

It was noted that Sam Casillas' name was not on the list of those in attendance. The Minutes will be corrected to show his name.

The December 13, 2011 minutes were approved as corrected on a motion made by Sue Vaterlaus and seconded by Victor Spano. The motion carried.

## 3. Subcommittee Reports / Discussion

### **Subcommittee #1 Report:**

There was nothing new to report.

### **Subcommittee #2 Report:**

This subcommittee has been meeting once a week and has come up with several ideas.

Art to Fill Vacancies - Vasu mentioned that the insurance issue has finally been resolved. The Sanchez Art Center will take out the insurance under their policy, and Oceana market will reimburse them. The location will be 150 Eureka Square, and the interior will need to be painted white and have track lighting installed. The committee hopes to have everything in place and ready for the first showing some time in February.

The subcommittee discussed having some of the businesses in Pacifica pool financial resources to hire someone that may be able to tap or probe deeper into County, State or Federal programs looking for grants available for economic development in small towns. A question arose as to what support the City would give a person in this position. The City Manager suggested this person might work for the Chamber, but he also said they could work with the City and/or be supported by the City. The Chamber option was considered, but no determination was made until it was first presented to this committee. Mary brought up that the Department of Urban Studies at the colleges would be a good place to recruit a student in this field. Victor will be meeting with San Francisco State University's Director of Urban Studies this week and will follow up with a report at the next meeting.

Victor said their committee has discussed how to introduce those same home-based business owners to each other, and it was considered that an option would be to invite them to the Art Show in Eureka Square. It would allow them to open a path to networking for each other and perhaps be an avenue to bring new businesses in to town.

**Subcommittee #3 Report:**

Jim mentioned that there was nothing additional to report other than the business list for the map is still a work in progress.

There is a Big Business Expo in Sunnyvale this Thursday evening in Sunnyvale which is being put on by the S3 (Sunnyvale, Santa Clara, and San Jose). Wouldn't it be nice if our neighboring Cities and Pacifica could do something like that?

4. Oral Communications from the Public

None.

5. Oral Communications from the Committee

Victor has received 2 inquiries from the Pacifica Opportunities on Craigslist. The first is a whiskey micro-brewery looking for a light industrial location, and the second is a Mini-Petco. Victor continues to update the list.

The Committee asked the City Manager for an update on the recent Open House and Survey. Many in the committee noted the excellent turnout at the Open House, and that it was nice to see such interest and involvement from the public. At present, we have 950 electronic surveys and 300 hard copies that have been received. The deadline for all surveys is January 20<sup>th</sup>. Only one survey could be filled per ISP address. The surveys will be tabulated, and a report will be sent on January 25<sup>th</sup> to the Task Force.

6. Next Meeting Date

The next meeting date was set for Wednesday, February 8, 2012.

The meeting adjourned at 7:08 pm.