

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of March 13, 2012

In attendance were members: Jim Heldberg, Victor Spano, Mary Brown, Vasu Narayanan, Sue Vaterlaus, Sue Digre and Sam Casillas

Absent: Courtney Conlon, Javier Chavarria, Mary Ann Nihart and Mike Ervin

## 1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:04 pm.

## 2. Approval of February 8, 2012 Minutes

The February 8, 2012 minutes were approved on a motion made by Vasu Narayanan and seconded by Victor Spano; Sam Casillas abstained. The motion carried.

## 3. Subcommittee Reports / Discussion

### **Subcommittee for Objective #1 Report:**

Planning Director, George White, and Chief Building Official, Doug Ryder of CSG Consulting, gave the committee a presentation on the Permit Tracking System the Planning Department was implementing to digitize the present paper-intensive method. Designed and developed by Mr. Ryder's firm this public portal system will be available on the City's website and will allow applicants to apply on-line. Besides being paperless, tabs within the program made it easy to apply for permits, cost estimates for building, and a variety of other Planning, Building and Code Enforcement actions.

The committee members were impressed and complimented the Mr. White and Mr. Ryder on the new system.

### **Subcommittee for Objective #2 Report:**

Art to Fill Vacancies - Vasu mentioned that a final date will be determined this Friday. They are looking at April 6<sup>th</sup>, but that may be a bit aggressive at the moment. Earth Day, which is later in April, has caused a conflict with the artists since it is a big event at the Art Center.

Hiring an Intern - The subcommittee has met twice with the City Manager to confer on the position and duties of the Intern. A job description was presented to the Committee listing the Position, Duties, and Qualification Requirements for the Ideal Candidate. The first intern will be on a voluntary basis over the summer.

Sue Vaterlaus made a motion to take hiring an Intern to City Council for approval. Vasu Narayanan seconded. All were in favor. The Motion passed.

### **Subcommittee for Objective #3 Report:**

The City Manager stated that the City Council approved the use of the logo for promotional purposes. The Final Phase needs a Licensing Agreement with the hotels.

#### 4. Discussion on work with the Small Business Administration (SBA)

Victor participated in an audio conference highlighting the Small Business Administration's program offerings. The SBA finds entrepreneurs who may be able to get the funds they need to launch their new businesses. The entrepreneurs may be able to come to Pacifica and open their businesses in our many empty storefronts. Victor has made contact with the Small Business Administration office in San Francisco and will try and bring his contact to our next meeting in April.

#### 5. New Item on "Cash Mob"

Due to technical difficulty, this item has been tabled to the next meeting in April.

#### 6. Follow Up Report on S-3 Business Expo

Jim Heldberg spoke to the Courtney Conlan regarding the S-3 Expo, which he had attended in January and discussed with the Committee at our meeting in February. The Chamber has already thought about doing a business expo in Pacifica, perhaps concentrating on the home-based businesses that already exist here. The thought is to hold it in the Fall.

Sam Casillas asked if it may not be better to do a coastal trade show with Half Moon Bay and Montara, and it had been discussed at a previous meeting that the concentration was meant to be on Pacifica.

#### 7. Oral Communications form the Public

None.

#### 8. Oral Communications from the Committee

The City Manager mentioned that the City has applied for an Encroachment Permit from the State for Business Route signs on Highway One. He suggested that it may be good to wait until after the Palmetto Undergrounding and Streetscape are complete because why advertise a business district when the streets will be torn up. PG&E starts undergrounding in June 2012, and the streetscape follows immediately after. So the signs may go up at the end of Summer 2013.

Sam Casillas brought up the widening of Highway One, and the City Manager said that it is left to the purview of the City Council.

Sue Vaterlaus stated that the empty Pacifica Lumber storefront on Highway One has sold, and the new owners may open another lumber business.

Victor Spano has still been in contact with the Micro-distillery which wants to come to Pacifica. Victor has given them Mike O'Neill's name to be in contact and perhaps further assistance in finding a suitable location.

Victor also mentioned that the Subway in Fairmont is looking for a new location as their rents have been increased. He suggested Subway look at the empty storefronts in Eureka Square.

Jim Heldberg shared an article from the Biz Journals titled "Business organizations plan for life after RDA." It discussed the San Jose Silicon Valley Chamber of Commerce's possible plan to start an economic development corporation to replace their redevelopment agency.

#### 9. Next Meeting Date

The next meeting date was set for Tuesday, April 10, 2012.

The meeting adjourned at 7:09 pm.