

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of August 7, 2012

In attendance were members: Jim Heldberg, Victor Spano, Javier Chavarria, Sue Digre, Mike Ervin, Sue Vaterlaus and Mary Ann Nihart.

Absent: Sam Casillas, Courtney Conlon, Vasudev Narayanan, and Mary Brown.

1. Call to Order

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

2. Approval of July 10, 2012 Minutes

The July 10, 2012 minutes were approved on a motion made by Sue Vaterlaus and seconded by Victor Spano. The motion was carried.

3. Sub Committee Reports/Discussion

Subcommittee for Objective #1 Report

Nothing to report.

Subcommittee for Objective #2 Report:

- **Small Business Incubator**

Victor Spano stated that he visited NextSpace in San Francisco with Vasu Narayanan and thought it was a great idea and Victor would like Pacifica to have something similar. Next Space is a place to rent space for startup businesses. These spaces can be rented hourly or monthly and there is much diversity in the businesses that use these spaces. These spaces can be used for different things, such as a business office area, mailbox services, mentoring could be offered to new business owners, ability to have a conference room, etc. Victor mentioned the idea of the Community Reinvestment Act (CRA). Victor feels that if we could connect with First National Bank here in Linda Mar that we should be able to get the bank interested in reinvesting back into our community here in Pacifica and we could in turn, have funding/sponsorship for our own version of "NextSpace". Victor mentioned that we could have a "satellite office" here in Pacifica but would need to have interest from people for this incubator idea and we would need to find a sponsor if we could not get the interest of First National Bank.

- **Art Space Use**

Victor Spano reported that there was an Art Showing party this past Friday, August 3, 2012, but no one really knew about it because it was under promoted by the Art Guild. Victor said it was a good show and that he would like to see progress in this area such as maybe having art showings during the week instead of just on the weekends. Victor informed everyone that we will be having another art showing sometime around September 26, 2012. In order to better promote this upcoming event, Victor said that

Vasu Narayanan had directed the artists involved to start advertising their art show to businesses and hotels in Pacifica, to get the word out even more and to start promoting weeks in advance. Jim Heldberg asked if there was a way to get the newspapers like the Tribune to advertise the art showing under the Community Events section of the paper. Maybe we could have an article written about it or even a photo from a previous event to help promote future art showings. Rochelle Lopez was present at the Economic Development Meeting this evening. She works with Matthew Holmes, owner of Pedro Point and she is also a part-owner of Ocean Yoga. She stated that she had been unaware of the promotions for the art showings in the past but suggested using the Sanchez Art Center walls, near the dog park, as a space to promote art. There would be a lot of traffic in that area since the dog park is pretty busy.

Subcommittee for Objective #3 Report:

- **City Map Update:**

Sam Casillas was absent for this meeting, so this topic has been tabled for now.

4. Fairmont Shopping Center/Linda Mar Shopping Center - Kimco

Victor Spano reported that he had talked to a couple of the businesses in these shopping centers and they had mentioned the loss of many businesses lately. There is a danger of losing even more businesses in the near future due to the increase of 8 to 12 % in rents by Kimco. This rise in cost is too much for some businesses to handle, especially if they are barely surviving. So the question is: what can Pacifica do to help these businesses survive? The stores cannot even afford to relocate to another area due to the expense. Committee member Mary Ann Nihart pointed out that a lot of these businesses have a “backstory” that often times people do not know about. She asked how we can support the businesses that are on the edge. Steve Rhodes pointed out that we have to be careful about approaching businesses and that we as a City cannot interfere with their contracts with Kimco but that these businesses can come to us and ask for help. How can this happen? Victor Spano suggested the idea of a “merchant survey” as a way for us to know what is going on in our shopping centers. Steve Rhodes suggested putting a flyer out to all businesses making them aware of opportunities available to them.

5. Movie Nights

Victor Spano said that Pacifica has no movie theatres here so this is something that we are really missing. We could host a movie night in a tent, or behind a shopping center or even indoors. This movie night would be a great way to bring more people and businesses together. We could have restaurants involved in making a special menu for that night, and maybe even bring in food trucks. It would be a great way to have something for families to do together while bringing money into that particular area. It was suggested that Pedro Point might be the right place to have a movie night. Chair Jim Heldberg wants to have this movie night in September or October, since those are our good weather months. Mary Ann Nihart suggested that that might be a little soon to get everything ready. We would need to quickly line up sponsors for this event and get the word out. Rochelle Lopez, from the EDC audience, suggested that there could be a flyer created for businesses to post that would have a link to a website to promote the event. She also said that we need to remember other things such as: being able to handle preparing food for such a large crowd (maybe bring in food trucks), the need for portable bathrooms, the need for a police presence, etc. It was then suggested that this should be a subcommittee with Victor Spano taking the lead, and other members to include Mary Ann Nihart, Sue

Vaterlaus and Sue Digre. The group also wants to ask Rochelle Lopez to be a member of the Movie Nights Committee.

6. Council Goals for Economic Development Plan

Steve Rhodes had an informational update only for the committee. He reported that the Council had their goal session and will be adopting the goals this next Monday night at their Council meeting on August 13, 2012.

7. Oral Communications from the Public

None.

8. Oral Communications from the Committee

Mary Ann Nihart reported that she met with Matt Holmes and Rochelle Lopez of Pedro Point and that Rochelle would be her new contact for that shopping center. There is an environmental issue in Pedro Point that is getting cleaned up by the end of the year. There is solvent in the groundwater from the two dry cleaning businesses that used to be there. Mary Ann stated that she was hopeful that this will be over soon, especially since the County supervisors are involved in the clean up now. Mary Ann also mentioned that the Manor Shopping Center is in the midst of getting bids on re-roofing the businesses there, and that there is an issue with signs there and the fact that these signs are not in compliance with our rules (regarding their size).

Sue Digre stated that with the success of the Giro di Pacifica, we should encourage more sporting events in Pacifica so we can help nearby businesses flourish. Steve Rhodes said that he would make this idea number three on our next committee agenda and Javier Chavarria agreed.

Victor Spano announced that he noticed three "for rent" signs had been removed and that it looked like some new businesses were going to go into those spaces.

Steve Rhodes discussed the memos prepared by the intern Tamela Hopson that he had passed out to the committee members. For the memo titled Funding Sources Research, Steve said that we will continue to work on finalizing funding sources for new businesses and that this was really part of Objective #2 on the agenda tonight. The second memo Steve Rhodes mentioned was something that he believed would possibly fit with Objective #3 of the agenda which is the map project. If we could identify some walks/tours in Pacifica, we could then put those into a brochure and have them available to visitors and residents. This is something that would be done by a subcommittee. Steve said we will follow up on this at the next meeting.

Chair Jim Heldberg brought some maps from other cities to show the committee, so that we can get some ideas for our own city maps.

9. Next Meeting Date

The next meeting date was set for Tuesday, September 11, 2012

Meeting Adjourned at 7:26 pm. by Chair Jim Heldberg and seconded by Javier Chavarria.