

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of June 12, 2012

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

Absent: Javier Chavarria and Sam Casillas.

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:08 pm.

2. Approval of May 8, 2012 Minutes

The amended May 8, 2012 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mike Ervin. The motion passed.

3. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report – Doing Business with City Brochure

The City Manager discussed the 2-page brochure developed by City staff to help new businesses set up in Pacifica. It will be available as a handout and on the City's website. The online version will have links to all the resources. The City Manager will e-mail the brochure to Committee members for review and comment.

Subcommittee for Objective #2 Report – Small Business Incubator

Victor Spano went to Las Vegas for an Expo and met Mark Biagini to whom he proposed the Small Business Incubator and a possible location in Eureka Square. Mr. Biagini seemed open to the possibility of something like a Next Space in Eureka Square but was also concerned about rental income.

Discussion arose about surveying the home based businesses in town to see if there is a need for this kind of business. We don't want to start something only to have it become another empty space. Mary Brown mentioned that the small business list she received from the City's Finance Department is hard to manipulate in terms of extrapolating useful data. The City Manager will look into this issue. It was mentioned that holistic practitioners in town may be a good prospect for this kind of idea.

The subcommittee will continue to meet and delve further into details to present at the next meeting.

Subcommittee for Objective #3 Report - City Map Update

A sample copy of a mini-pocket guide from Venice, Italy, was shown to the committee. Some of the committee members liked the little version for its completeness, functionality and usefulness; others did not like the small print which was difficult to read. Many also felt that with the ability of Smartphones to showcase maps and places of interest, maps are almost obsolete.

The Committee will wait for the next meeting to hear an update from Sam Casillas.

4. Update on City Intern

The Committee made a selection for the City Intern position. She will start on June 25th and will work from 9 am – 2 pm until the end of August. Her workspace will be located in the Planning Department. The City Manager will have her start on grant funding research and comparative research (how other Cities are funding their projects).

5. Oral Communications from the Public

None.

6. Oral Communications from the Committee

Mary Ann Nihart wanted to place on the agenda two items for the next meeting: 1) The ability for the Committee to capitalize on major Bay Area events such as this week's U.S. Open Golf Tournament at the Olympic Club; 2) How to bring businesses to the empty lots on Palmetto Avenue.

Courtney Conlan stated that the Chamber has started a new Tourism Committee to explore itineraries and ways of extending guest stays in town. One area of interest is with film crews in the Bay Area.

Mary Brown mentioned that Jerry Hill and State Controller John Chiang are holding a seminar on Restaurants and Hospitality at the College of San Mateo in the near future.

Vasu Narayanan mentioned that there will be a new Art Exhibit starting this Friday, June 15, in Eureka Square. He has also noticed that after the first few days the space becomes dormant. He has approached the Art Guild with a request to keep it interesting by doing something different a few days after the opening - like showcase a ceramic display in the center of the room or have artists come and paint so people could watch them.

A request was made for an update on the shuttle. The City Manager said that the grant application was completed, but it was not approved because the capital portion was not allowed. The City Manager went to the Transportation Authority Board meeting to pitch accepting the grant. They suggested the City look into leasing a vehicle than buying it. The City Manager is still pursuing the grant minus the capital portion.

Victor Spano has spoken to the Rockaway Beach Merchants' Association who suggested that the deserted Horizon's location may be a good place for the next Art Exhibit. Committee members said that Horizon's is in a state of disrepair and may not be suitable.

8. Next Meeting Date

The next TWO meeting dates were set for Tuesday, July 10, 2012, and Tuesday, August 7, 2012.

Jim Heldberg adjourned the meeting at 7:09 pm with a motion made by Sue Vaterlaus and seconded by Victor Spano.