

**CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE**

Minutes of October 9, 2012  
Approved on November 7, 2012

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

Absent: Javier Chavarria.

**1. Call to Order**

Chair Jim Heldberg called the meeting to order at 6:07 pm.

**2. Approval of September 11, 2012 Minutes**

The September 11, 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**

No Updates

**Subcommittee for Objective #2 Report**

◆ **Small Business Incubator**

Victor Spano discussed developments since the last meeting. A tour of vacant spaces in Linda Mar netted a great location for this concept. Victor contacted Kimco and spoke to the KEYS Program Facilitator. KEYS is Kimco's program which offers a one year free rent program to startup entrepreneurs and first time business owners. Kimco also provides operational and financial support to ensure the success of these first time business owners. Kimco was intrigued by this small business incubator idea which would be a first for them. This would also be the first time they have worked with a City, and they envision this as a model for other cities throughout the nation. Victor has arranged a meeting with Kimco representatives on October 19<sup>th</sup>.

The City Manager mentioned that anything involving the City will have to be approved by City Council before we can proceed. There are many issues still to be resolved including liability insurance and the fact that there is no assurance that the City wouldn't have the responsibility of paying the bills.

Mary Brown posted this incubator idea on her Facebook page and received half a dozen inquiries within 24 hours of posting. It appears to be an attractive idea to many, but we still need to publicize it better.

Discussion arose about who will cover the initial costs of equipment, insurance, supplies, utilities and other variables. We would also need to find out from Kimco what the liabilities are associated with their program requirements, then go down their list.

Mary Ann said that it was great to see such enthusiasm but drew caution on how much the City can undertake. It would be wise to develop a solid plan and think it thru, and we should definitely continue exploring the concept.

Further discussion arose about whether or not a non-profit could come in and run it, and for that matter, what about NextSpace itself? Victor stated that he has tried to contact NextSpace several times to discuss sharing the space on a fee basis, but they have not returned his calls.

The next step for this subcommittee is to meet with Kimco and report at our next meeting.

◆ **Art Space Use**

Vasu met with a smaller group of the Art Guild Board. They have asked Vasu for more details and are open to the idea of future showings. The next Art Opening will be on October 26.

◆ **Movie Night**

Victor Spano said that both the owners of Park Mall are very supportive of the idea. The owner of Visions is very interested and excited and would possibly help carry the associated insurance with a movie night at Park Mall. The challenge would be to gather the money, about \$1,500, up front for equipment rental, portable potties, etc. Victor also mentioned that he has received positive reactions from the City's Planning and Parks, Beaches and Recreation Departments.

Vasu also spoke with Biagini Properties who also seem very excited. They voiced concern on how to and who would handle insurance.

The City Manager mentioned that the City of Redwood City would rent out the equipment at a cost of \$1,000. At our previous meeting, it was noted that they were apprehensive about sending their equipment all the way to Pacifica.

It was decided that with the imminent inclement weather, it would be best to line up all the information and keep it ready for next year.

**Subcommittee for Objective #3 Report**

◆ **City Map Update**

Sam said the City Map is with Stephen Johnson at present, but an electronic version will be sent to the Chamber for their perusal. Bay Area News Groups, the owners of the Tribune, will help with print and distribution.

Courtney mentioned that the Chamber launched their APP for Pacifica, and that it is available for Android phones. Apple has to check each APP before they make it available to I-phone users. Courtney was happy to report that the hotels are underwriting the expense for the first two years. The potential of the APP will be immense once the Shuttle starts as the APP will operate in real time tracking each shuttle.

It was mentioned that adding self-guided walks to the City Map may have benefits as well. The City Manager will re-send a memo to the committee, previously distributed at the August 7, 2012 meeting, which was drafted by our summer intern touting guided walks. This will be discussed at the next meeting.

◆ **Encouraging Sporting Events in Pacifica**

Mike Ervin spoke to the cross-country coaches at Terra Nova High School. A recent event had 60 teams with about 30 kids on each team plus parents traveling to the designated venue. The revenue from this sort of event would be huge for Pacifica. The coaches would love to bring this sort of event to Pacifica. In fact, one coach has already said that Pacifica has great existing courses: one from Mori Point and around the Golf Course; the other at San Pedro Park. Both would be optimum with another option being building a specific course.

Mike suggested that he would invite the Terra Nova coaches to the next meeting.

**4. Discussion on Intern Program**

Mary had been thinking about the internship program because of follow-up questions. She had hoped we could have another intern but realizes that with the approval of an Economic Development Plan, it may be wise to concentrate on the plan first.

Discussion continued with item 5 below...

**5. Council Goal for Economic Development Plan**

The City Manager announced that the City Council adopted the work plan at last night's City Council meeting, and a Request for Proposal (RFP) from consultants will be going out soon.

With this in mind, it would be better for the committee to work on the plan first and then get an intern who can get direction directly from the adopted plan.

The City Manager discussed a worksheet he provided entitled "Project Task Work Plan". He hopes the RFP will go out around October 23 and forecasts a time frame of about 23 – 30 weeks until completion. The consulting firm will conduct a SWOT analysis and figure out which niche Pacifica fits into.

Mary asked how they will establish their findings. Will they interview our citizens? Or would it be better to gather them from outside sources since most Pacificans have their mindsets made? The City Manager believes they will look at both.

**6. Oral Communications from the Public**

None.

**7. Oral Communications from the Committee**

The City Manager provided a sheet showing Pacifica's "Quarterly Sales Tax Update". Some of the information included "Sales Tax by Major Business Group" and the "Top 25 Producers". Committee members were surprised by and amazed at some of the information. The City Manager will continue to provide copies on a quarterly basis.

Sue Vaterlaus mentioned the Rockaway Stroll attracted about 130 people. Businesses and restaurants did very well, and it did provide great business exposure.

Courtney reminded the group that the Goodwill Boutique by the Beach will have a ribbon cutting this Thursday starting at 5:00 p.m. She hopes to see everyone there.

**8. Next Meeting Date**

The next meeting date was set for **WEDNESDAY, November 7, 2012.**

Jim Heldberg adjourned the meeting at 8:00 p.m. with a motion made by Sue Vaterlaus and seconded by Victor Spano.