

**CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE**

**Minutes of January 8, 2013  
Approved on February 12, 2013**

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

Absent: Javier Chavarria.

**1. Call to Order**

Chair Jim Heldberg called the meeting to order at 7:22 pm.

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

The December 11, 2012 minutes were approved on a motion made by Sue Vaterlaus and seconded by Victor Spano. The motion passed.

**3. Election of Chair and Vice Chair**

Chair Heldberg said it has been an honor to have presided as chair for this committee. He announced he would accept nominations for Chair and Vice Chair. Victor Spano nominated Sam Casillas for Chair, who, in turn, also nominated Victor Spano for Chair. Victor agreed to do it and rescinded his earlier nomination of Sam as Chair. Sue Vaterlaus seconded the nomination of Victor, and it was unanimously approved by the committee.

Sue Vaterlaus nominated Sam Casillas as Vice Chair, which was seconded by Courtney, and then unanimously approved by the committee.

Victor Spano became Chair and Sam Casillas became Vice Chair. Chair Spano took over the meeting.

**4. Discussion about development of Economic Development Plan**

Consultants Stephen Wahlstrom and Susan Barnes (Wahlstrom and Associates) attended this meeting to discuss the steps they will take to develop Pacifica's Economic Development Plan. With the help of handouts, Mr. Wahlstrom discussed Phase 2 which would involve two activities: data collection and meeting with stakeholders. From their meetings with stakeholders, they can gain an idea of what projects are wanted or needed in town. With this information, they can develop their Existing Conditions Report which will show what they see presently happening in Pacifica. The consultants plan on attending the EDC meetings on a regular basis and have given a 6-month time frame for the plan to be completed.

**5. Sub-Committee Reports/Discussion**

The Art Space Use item from Objective 2 was moved to the top of this portion of the agenda to accommodate a guest speaker.

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

### **◆ Art Space Use**

Nancy Russell, a member of the Art Guild of Pacifica, spoke to the committee. She said that the Art Guild was extremely honored to be chosen to participate in the Art Shows at Eureka Square. Because they are a small organization filled only with volunteers, it was hard to maintain staff in two places. Therefore, they have resigned from the Lease effective the end of February.

The committee thanked the Art Guild for their work in the art shows which was enjoyed by all who had attended the showings. Thanks were also given to Vasu who had been instrumental in getting this project off the ground.

Vasu mentioned that he has been approached by the landlord of the present art space who would like Vasu to take responsibility for the space and provide the insurance. Vasu will now approach outside artists, glass blowers, ceramics, etc... to see if any of these groups can come and do an exhibit.

### **◆ Small Business Incubator**

The tour to the Sunnyvale facility will be rescheduled due to a conflict in scheduling.

Victor distributed a flyer promoting KIMCO's multi-purpose mixer on January 24<sup>th</sup> from 7 – 8:30 pm at 1367 Linda Mar Center. KIMCO wants to discuss the KEYS program to possible entrepreneurs as well as show their commitment within and to Pacifica. The flyer will be distributed and promoted widely to get a large attendance for the event.

Victor has been working on the non-profit start-up for this committee and has started drafting the articles of incorporation. He had questions regarding conflict issues, and the City Manager said he will check with the City Attorney.

### **◆ Mentoring Program**

The committee is continuing to try and get names of possible mentors.

### **◆ Movie Night**

Victor mentioned that the Parks, Beaches and Recreation Department is hosting a movie night at the Community Center later this month. Victor will contact the Department Director to get information on where they got their equipment, the cost, etc. He will report back at the next meeting.

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

### **◆ City Map Update**

Sam mentioned that Stephen Johnson did send the files to Mr. Stephen Patterson with Bay Area News Group (BANG). Mr. Patterson was not able to complete the specs by this meeting, but hopefully it will be ready by our meeting in February.

◆ **Encouraging Sporting Events in Pacifica**

No update.

◆ **Cross Country Event in Pacifica**

Mike discussed the cross country event and said that the Terra Nova Coaches are working on setting up a course. Their ideal course would include the Golf Course and Mori Point. The event would be considered a pre-season one which would take place in either August or September and would attract the younger kids (freshmen and sophomores) who generally travel WITH their parents. The coaches will hopefully be able to attend the next meeting to give us an update.

Courtney met with the hotels who now have retained a Public Relations and Marketing firm called Hook, Line and Thinker. The representative thought this kind of cross country event would be a great way to fill up rooms and seemed excited about the idea.

Questions arose from public regarding who benefits from this type of event, what is the cost, where does the money raised go, what is the distance of the races.

The subcommittee will continue to work on these issues and present updates at the next meeting.

**Subcommittee for Objective #1 Report**

No updates.

**6. San Jose Business Incentive Program**

Victor provided a memo from the City of San Jose about incentives provided to those new businesses that fill empty storefronts. He wanted to know what sort of mechanisms Pacifica would use to adopt something like this. The City Manager suggested this be forwarded to the consultants for further review and consideration for inclusion in our Economic Development Plan.

**7. Oral Communications from the Public**

None.

**8. Oral Communications from the Committee**

Jim said his business partner passed away recently, and he is looking to find a new one. If any one has any suggestions, please let him know.

Sue Digre was wondering if it was time to get a subcommittee for the sports events in Pacifica idea. Since it is part of Objective 3, there is already a subcommittee involved. At a later point, it may be necessary to have a separate committee for this idea.

Sam mentioned that Barolo restaurant closed. Victor will add that space onto the website along with Boston Bills and Acapulco.

**8. Next Meeting Date**

The next meeting date was set for **TUESDAY, February 12, 2013.**

Victor Spano adjourned the meeting at 8:32 p.m.