

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of May 14, 2013
Approved on June 11, 2013

In attendance were members: Jim Heldberg, Victor Spano, Javier Chavarria, Len Stone, Vasudev Narayanan, Mike Ervin, Sue Vaterlaus, Courtney Conlon and Mary Ann Nihart.

Absent: Sam Casillas and Mary Brown.

1. Call to Order

Chair Victor Spano called the meeting to order at 6:05 pm.

2. Approval of April 9, 2013 Minutes

There was a correction of the item of Restaurant Outreach: it was Victor, not Vasu who spoke about the Culinary Academy. The April 9, 2013 corrected minutes were approved on a motion made by Jim Heldberg and seconded by Sue Vaterlaus. The motion carried.

3. Presentation on Renaissance Entrepreneurship Center

Tim Russell is the Manager of the Renaissance Entrepreneurship Center (REC) and along with Luis Vascardo, they work in San Mateo County, and are interested in bringing this to Pacifica. REC is a non-profit organization that helps people launch and/or grow businesses. The idea behind this group is that there are people who have ideas about what they want as a business but don't know how to start. Tim Russell stated that so far, 96% of the businesses they have helped are still going strong today. He works along the peninsula and helps businesses by partnering with the community where the business would be, and in their classes, can teach individuals how to: put the word out about an up and coming business, look for space, come up with a business plan and get licensed, find funding, etc. Tim believes that it is important to have a consultant from REC that can help a client in that client's community. Luis stated that they offer classes in English and Spanish. So far, REC has helped businesses like "A Grape in the Fog" here in Pacifica, and Tim stated that he would love to do more here in Pacifica. Classes could be taught in the community center, libraries, schools, etc.

Vasu asked about class size. Russell said that Daly City has 17 people. He also asked how individuals are selected to take the REC classes and it was explained by Tim Russell that the "Launch/Orientation" initial class can be attended by anyone. This initial class will then lead to an "Assessment" class to further develop a person's future business. Luis pointed out that a person must be ready to have a business, since sometimes, people aren't aware of what they are getting into. REC helps clients launch new businesses and helps businesses already in existence as well. Tim pointed out that REC's funding begins on July 1st and that most of their clients are low-to-moderate income individuals. Victor asked if REC could hold classes here in Pacifica, and Tim said that they would need at least 10-12 individuals. Victor said he will follow up with Tim Russell and REC as he would like to see this happen here in Pacifica.

4. Presentation on Hawaiian Luau

Kawika Keikiali Alfiche, the Hawaiian Cultural Center Director in South San Francisco, gave a presentation on a Hawaiian Festival in Pacifica. He is a Hawaiian master of history and culture and teaches hula and Hawaiian culture to about 150 students. Kawika stated that he wanted to put on an Aloha Festival in Pacifica, because he saw that there could be interest for it here and right now there is nothing like it in Pacifica. Kawika stated that he is thinking of a festival, and not so much a luau. He said that there are about 100 hula groups and 40,000 native Hawaiians in the Bay Area. He was thinking of starting out with a one day festival, maybe at the end of October, from 10 am to 5 pm, music on stage, traditional dancing, arts and crafts booths, food booths, etc. Kawika pointed out that there are a lot of people with Hawaiian heritage that have lost touch with their roots, so a festival would really be an event that could bring a lot of people together in this area. He talked about: having something maybe in Rockaway/Surf Spot area and maybe we could do a "test" festival here in Pacifica this year to gauge interest.

Victor Spano asked how many people might we expect to attend a Hawaiian festival and Kawika responded anywhere from 1,000 to 5,000 or 10,000. Victor then compared this kind of a festival with our Fogfest on Palmetto. Mary Ann Nihart pointed out that with the Fogfest in September and Half Moon Bay's Pumpkin Festival in mid-October, the end of October might be a perfect time to hold a Hawaiian festival (maybe 10/26). Courtney Conlon also mentioned that we want our hotels in Pacifica to benefit from this as well; all in the group agreed that October 26th could be a perfect date for this festival. Victor Spano concluded the discussion by saying that Kawika should talk with our Parks, Beaches and Recreation department to maybe hold it as a beach event here in Pacifica.

5. Sea Creature Display

Jim Heldberg thought that Pacifica should have signs/information regarding sea creatures on display, maybe at a beach. He wants to have posts put in and have pictures and information about the different marine life here. While everyone agreed that it was a great idea, Stephen Rhodes pointed out that to do this kind of a thing along a beach was going to be difficult because we would have to get a permit from the Coastal Commission.

Mike Ervin suggested doing this display on Palmetto Avenue, once the sidewalks are done. It would be right near the Pacifica Library, and the group thought it was a great idea. Steve suggested that the group talk to the Library Planning people about it. Javier also suggested the possibility of putting this display out at the wall in front of Nick's restaurant, and the Moonraker, where marine life can actually be seen there.

6. Subcommittee Reports/Discussion

Subcommittee for Objective #1 Report:

- **Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses**

Javier Chavarria updated the group with some news that he met with Planning Director George White but has failed to follow up with him. Javier said he will get something to the committee at the next meeting.

Subcommittee for Objective #2 Report:

- **Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development**

- **ART SPACE USE**

Vasu Narayanan updated the group saying that there will be a new artist from Pacifica holding an event Friday, May 17, 2013 in the Art Gallery in Eureka Square. He also mentioned that last Saturday, May 11, 2013 the space was used by students for a poetry and book-reading event. Vasu also said that he hoped that upcoming artists/students will want to hold shows in an area behind the “primary show”, both shows going on at the same time. Mike Ervin suggested that open space in the gallery should be opened up to amateur photographers.

- **MOVIE NIGHT**

Victor Spanosaid that so far, he has not encountered any issues or problems from the City Fire Department, Police or Planning Department regarding holding this event. Victor said that he hoped to get a final version of the application approved by the Planning department soon. Even though we are applying for four sites to hold a movie night, only one application had to be submitted for approval. He also mentioned that it would be ideal to hold a movie night outdoors if the weather is ideal.

- **RESTAURANT OUTREACH**

Victor Spano updated the group, saying that Pacifica is a great place for restaurants to come to. He said that restaurant spaces that were vacant last month are now filling up; for example, the old Acapulco restaurant will be getting a new owner, and the Indian restaurant that vacated Eureka Square, will be replaced with a Vietnamese restaurant soon.

Subcommittee for Objective #3 Report:

- **Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth**

- **Encouraging Sporting Events in Pacifica**

Mayor Len Stone updated the group by saying that he will have another meeting with Pacifica Tribune Sports Writer Horace Hinshaw and will let us know the outcome when the committee meets again.

- **Cross Country Event in Pacifica**

Mike Ervin said that he tried to email the Cross Country Coach for Terra Nova High School, but has not heard back from her so he will follow up on this for the next meeting.

7. Available Retail Space Open House

Victor Spano said that neither Kimconor Eureka Square was interested in this idea. He may give up on this idea and just wait and see if vacancies will be rented or not.

8. Committee Changes

City Manager Steve Rhodes updated the EDC group that come September, all members will have to reapply to be on the committee.

9. Oral Communications from the Public

Tom Clifford was in attendance, but there were no communications.

10. Oral Communications from the Committee

Mike Ervin said that he and Karen Ervin went to the new restaurant in Pacifica, Puerto 27 and loved it, and mentioned there was a young crowd there.

Courtney Conlon reminded the committee about "Taste of Pacifica" which is taking place on June 1, 2013 from 12-3 pm at Nick's Restaurant.

Mary Ann Nihart also reminded the committee about the Pacifica Community Television (PCT) "Evening with the Stars" which will take place on Friday, May 17, 2013.

11. The next meeting date was set for June 11, 2013.

Meeting Adjourned at 7:19 pm. on a motion by Vasu Narayanan and seconded by Sue Vaterlaus.