

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of June 11, 2013
Approved on July 9, 2013

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

Absent: Javier Chavarria, Sam Casillas and Vasu Narayanan.

1. Call to Order

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

2. Approval of May 14, 2013 Minutes

The May 14, 2013 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mike Ervin. Mary Brown abstained. The motion passed.

3. Lunchtime Business Series – Waven Dean Fernandes

This idea of a lunchtime business series has been brewing for quite some time. Mr. Fernandes just completed teaching a workshop series in Honolulu. He says people understand this concept, and many walk away with tangible advice that they can take back to their offices and implement right away. Everyone is interested in cost cutting measures.

At the last EDC meeting, Tim Russell with the Renaissance Entrepreneurship Center (REC) attended and discussed this topic. Mr. Fernandes has been in contact with Mr. Russell, and it has been decided that Mr. Fernandes will facilitate an on-going series of seminars in Pacifica for REC. The seminars will provide useful information to new and small businesses. Funding for these workshops comes from State and/or Federal monies. The seminars will start on July 17 and go from 4 – 9 weeks.

Discussion arose in favor of these seminars. Dottie Borba, a member in the audience, stated this was a wonderful idea, and it would take the fear out of the equation for new business owners. Courtney Conlon mentioned that the owner of Grape in a Fog has taken this course and values all she was taught. Consensus among the committee was that this would be beneficial to entrepreneurs in town.

4. Discussion about development of Economic Development Plan

Consultants Stephen Wahlstrom and Susan Barnes attended this meeting to discuss the DRAFT Economic Development Plan.

Ms. Barnes provided the summary. Thirty interviews were conducted in Pacifica. The consultants looked at key short and long term themes voiced in the interviews. Pacifica has a great location, near the beach and San Francisco, and it is close to the airport. We have many assets including the pier, Archery Range, Ocean Shore railroad, and bike trails. Pacifica has

the Fogfest which brings many people into the City. The City still needs tools to maintain our economic vitality, and we still need a downtown to unify the City.

Mr. Wahlstrom discussed the recommendations. There are 27 of them divided into 7 categories. The first category concentrates on getting everyone on the same page – set a goal. The recommendation would be to incorporate this plan into the City's General Plan. The third and fourth recommendations look at hiring a full-time Economic Development Coordinator. The City needs a bigger team to concentrate on the recommendations, but this depends of the fiscal picture of the City. If not possible to hire full-time, then even a part-time coordinator would be beneficial.

The second category supports business retention and attraction with recommendations varying from establishing a Business Retention Program and a Shop Pacifica Campaign to Organizing a Tour of Vacant Retail Spaces. The ideas create a sense of pride for Pacificans and may invite outside entrepreneurs to fill our 87,000 square feet of vacant space.

The third category supports the Development of New Business Space. Pacifica is in a conundrum to diversify the economy. Recommendations cover negotiating new business space into the Quarry and Calson Sites, continuing the Beach Boulevard Plan and expanding the number of hotel rooms available at Rockaway Beach and other areas.

The fourth category looks to expand funding dedicated to promote Pacifica. We need to capitalize on tourism and promotion resources. At present, we are outgunned by neighboring cities.

The fifth category seeks to promote Pacifica as a visitor destination. We need to focus on businesses in town not on recreation.

The sixth category tries to promote Rockaway Beach as our primary visitor destination. It has food and lodging and is very attractive because of its proximity to the beach. Presently the occupancy rate at the hotels in Rockaway Beach is at 70%, which is very good. We need to encourage visitor-serving retail to locate there, attract music and special events there, and normalize business hours and signage at Rockaway Beach.

The last category looks at long term opportunities at various sites throughout Pacifica including the Quarry, Calson property, Beach Boulevard, Palmetto Avenue, Eureka Square and Lumber Yard.

Jim Heldberg was very impressed with the insights included in this Draft plan, and thanked Ms. Barnes and Mr. Wahlstrom for their great work. Victor Span noted that the Fairmont Shopping Center was left out of the recommendation section, although Mr. Wahlstrom noted that it was included in a table which showed where the vacant spaces in town are located. Victor also conveyed his thanks to the consultants.

Len Stone asked about bringing destination retail and restaurants to Pacifica. Is it our location that hurts us? Mr. Wahlstrom said that on page 16 of the Draft Plan is a table showing all the vacant space. There is a need to start a business retention program, provide tours of vacant storefronts and create incentives to shop Pacifica. Courtney Conlon asked what kind of tours we should consider. Mr. Wahlstrom said he will send her link with what has worked in other communities.

Mary Ann Nihart said that we lose a good amount of our population during the day, and we have to find a way to bring a new work force into town. She cited the Quarry and Calson properties as our best bets.

The City Manager requested that the Palmetto and Beach Boulevard Projects be treated differently in the Draft Report. We shouldn't lose sight of what is happening at both sites, and it should be clear that they are connected by location and activity.

The Committee thanked the Consultants for a great work product and appreciated the in-depth analysis conveyed.

Members from the audience also spoke. Horace Hinshaw noted that there were a few things left out of the report, including the Oceana Pool, Skateboard Arena, San Pedro Park and two state of the art athletic fields. Waven Dean Fernandes would like to see Pacifica promoted as a virtual space with good internet access and easy access to Silicon Valley. Dotti Borba feels that we need to beautify areas of Pacifica, especially many of our storefronts. Manor and Park Mall centers should also be remodeled. Larry Borba would like to see a conference center brought to Pacifica. Therese Dyer mentioned the 500-seat theater at Terra Nova which could host something like an antique road show.

What are the next steps? The Draft Report will be left open until the next meeting where it will then be adopted. If anyone has any comments, they should be sent to the Consultants.

5. Renaissance Entrepreneurship Center Follow-Up Discussion

Victor spoke about launching this event on July 17 at the Art Gallery in Eureka Square. Thanks to Vasu for volunteering the space. This would need to be approved by the City Council. Sue Vaterlaus made the motion, seconded by Jim Heldberg to recommend to City Council that EDC co-sponsor the event with the Chamber of Commerce. It passed unanimously.

6. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

No report.

Subcommittee for Objective #2 Report

◆ Art Space Use

Victor mentioned that there was a great party last month and an \$8,000 painting was sold. There will be another opening at the end of this month.

◆ Movie Night

Victor has submitted the Master Application, along with site plans, for four sites. Now comes the issue of what the City's part will be. Will the City cover security? Insurance? Council would need to approve anything involving the City, and the costs will need to be specifically delineated. Mary Brown says insurance may run about \$1,000 if done independently and was curious if any umbrella policy may exist with the City. The City Manager stated that Council will also need to approve the liability issue.

◆ **Restaurant Outreach**

No report.

Subcommittee for Objective #3 Report

◆ **Encouraging Sporting Events in Pacifica**

Len spoke about a meeting with the Chamber and their graphics person. They are putting a proposal together for the committee. More information will be presented at the next meeting.

◆ **Cross Country Event in Pacifica**

Mike cannot seem to get in touch with the coach at Terra Nova but will continue to call her.

7. Oral Communications from the Public

Therese Dyer believes we can use Channel 26 more, and that we need to focus on bringing more events to Pacifica. One idea would be to try a Concert series by the Sea.

Dottie Borba thought that cars that promote Pacifica sights with photos and history would be a good idea.

8. Oral Communications from the Committee

Mary Ann announced a ribbon cutting ceremony will be held for the Grace McCarthy Vista Point on June 29th at 10 am.

Courtney spoke about the travel writers who visited Pacifica on May 17 – 19. All of them loved Pacifica, and the Chamber really rolled out the red carpet for their visit. Three great articles have already been written by them about our City.

Jim Heldberg mentioned his tours to the Pacifica Pier where his guests get to see fish guts and peeling paint. It would be nice to get a little maintenance out there. The City Manager said a sprucing up is on its way.

9. Next Meeting Date

The next meeting date was set for **TUESDAY, July 9, 2013.**

Victor Spano adjourned the meeting at 7:51 p.m.