

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of July 9, 2013  
Approved on August 13, 2013

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

Absent: Javier Chavarria and Mike Ervin.

## 1. Call to Order

Chair Victor Spano called the meeting to order at 6:06 pm.

## 2. Approval of June 11, 2013 Minutes

The June 11, 2013 minutes were approved on a motion made by Sue Vaterlaus and seconded by Jim Heldberg. Sam Casillas abstained. The motion passed.

## 3. George Greenstein Institute

Vasu Narayanan introduced Dr. Greenstein and Sarah Cornfeldt from the George Greenstein Institute (GGI). They are opening their new business here in Pacifica.

Ms Cornfeldt spoke first. Their new offices will be in Vallemar, and they are excited about partnering with local businesses to make Pacifica a Brain Healthy Community. They have collaborated with arts and science groups before and also hope to do the same in Pacifica.

Dr. Greenstein offered a short summary on the company and explained what an applied neuroscience institute does. She called Pacifica a brain healthy spot. CGI's goal is to partner and grow with Pacifica. Our location is great because of our proximity to the airport, Stanford University, and San Francisco.

## 4. Lunchtime Business Series – Waven Dean Fernandes

Discussion of a lunchtime business series had been discussed at the last meeting. Mr. Fernandes spoke about having 5 or 6 brown bag lunch meetings that would concentrate on the 4 pillars of growing a business. There would probably be no cost to the attendee or to the City. Because of the benefits to the businesses in Pacifica, it would be nice for the City and Chamber to co-sponsor the event. If the City sponsors it, we would need to take it to Council for their approval.

Discussion arose as to why we need Council approval. Jim Heldberg said it is such a benefit to Pacifica that it should just be done. Additional information such as the topics, locations, speakers' names, dates and tentative times all need to be determined before going to Council. Courtney and the Chamber will work with Mr. Fernandes and report at the next meeting.

## **5. Discussion about Development of Economic Development Plan**

Consultant Stephen Wahlstrom attended this meeting to discuss the DRAFT Economic Development Plan and provided a summary of comments he has received.

How would we integrate the Economic Development Plan into our General Plan? Mr. Wahlstrom has suggested that the General Plan Consultant be involved and that the Economic Development Plan element be incorporated as an add-on after the General Plan is completed.

In terms of business retention and attraction, how does the plan work with an unexpected occurrence? For example, if a biotech company opens in Pacifica, will we be able to hand this? Mr. Wahlstrom said that we adjust on an as-needed basis to the market conditions.

Regarding Redeveloping Key Sites, a recommendation for Eureka Square is to engage the disinterested party into conversation to remedy ways of getting tenants to come in to the center. For Palmetto Avenue Corridor, the recommendations are to complete the present work, create a plan specific to the area, and to reach out to the existing businesses.

Sam Casillas was concerned about how to attract and encourage new business while still retaining our existing businesses. He also suggested that the San Mateo Convention and Visitors Bureau should be more of a facilitator for Pacifica. The City Manager asked Courtney to invite their representatives to speak at our next EDC meeting. Sam feels that Palmetto could use some rezoning. It may be more aesthetically pleasing for the area if Recology could be swapped over to the Corp Yard.

Mary Brown said that there is a huge gap at Linda Mar which needs more attention than what was suggested in the Plan.

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 Consultant and the City Manager. The Study Session on the Plan isn't until September.

## **6. Sub-Committee Reports/Discussion**

### **Subcommittee for Objective #1 Report**

No report.

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

#### **◆ Art Space Use**

Vasu mentioned that the Terra Nova Robotics Team came by the venue and may want to use the space. This group has been ranked #8 in the world, and it would be great to see their work on display. The last show was quite successful. A piece was sold for \$9,000, and 25% of that will come back to the gallery.

#### **◆ Movie Night**

Victor brought up the issue of police protection for these events. Our Police Department will have one reservist and one officer available. Now the issue of whether the City's insurance

policy will cover the events has to be determined. The City Manager will check to see if movies on private property will be covered.

◆ **Restaurant Outreach**

No report.

**Subcommittee for Objective #3 Report**

◆ **Encouraging Sporting Events in Pacifica**

Len spoke about the meeting with the Chamber. Cost effectiveness is the issue. The Chamber talked about publicizing sporting events in their Visitor's Guide which would/could include inserts from restaurants. When we have events in town, we could send a site package in advance. Various tournaments want their information sent in different ways (electronically or by mail). The Tribune has offered to offset some costs depending on how many thousands we need. It would also be a good idea to give each registrant complimentary items.

◆ **Cross Country Event in Pacifica**

No report.

**7. Antique Shows**

Victor discussed the recent interest in antiques which have a high value and could possibly generate tax revenue for the City. Is it something we should try and promote?

Therese Dyer said that making this an event in town would be a good idea, and she is working on it herself. She is taking classes at Channel 26 and will hope to produce an antique show for Pacifica.

**8. Oral Communications from the Public**

Bernie Sifry voiced concern over missed opportunities over holidays, including the recent July 4<sup>th</sup>. The atmosphere in Pacifica appears to be that we don't care; we need to show excitement to visitors. Another idea is to use school bands in concerts for the public; it would be a great way to attract families to the event.

Waven Dean Fernandes said that the new Lunch and Learn series of seminars would have more clout in the public's eye if the EDC backs it. Local residents will offer their expertise to the benefit of local entrepreneurs.

**9. Oral Communications from the Committee**

Courtney handed the committee a list of upcoming Business celebrations and ribbon cuttings.

Sam mentioned the annual Pacifica Chili Cook-Off will be held at Pedro Point on August 18<sup>th</sup> from 12 – 4 pm.

Len announced the Mayor's Walk will take place at Linda Mar on July 18<sup>th</sup> from 11-12:30 pm.

Sue stated that the St. Peter's Antique Show will be on September 14-15.

Mary Ann said that four years ago the Economic Development Committee was started thanks to our City Manager Steve Rhodes. She thanked him for his commitment, time and work with this committee.

Victor said that the Peter Balogh opening was a huge success, and that a Martial Arts Studio would be opening in Eureka Square. Victor thanked Steve Rhodes for all his work and wished him well in his retirement.

**10. Next Meeting Date**

The next meeting date was set for **TUESDAY, August 13, 2013.**

Victor Spano adjourned the meeting at 7:53 p.m.