

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of August 13, 2013
Approved on September 10, 2013

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

Absent: Len Stone, Mary Ann Nihart, and Javier Chavarria and Mary Brown.

1. Call to Order

Chair Spano called the meeting to order at 6:03 pm.

2. Approval of July 9, 2013 Minutes

Vaterlaus made a motion to accept the minutes, and Heldberg seconded that motion.

3. Presentation by Anne LeClair

Anne LeClair from the San Mateo County Visitor's Bureau came to talk about the idea of "Familiarization tours" or "Fam" tours and Pacifica's involvement in them. This is the idea in which "clients" are taken on media tours of different areas in various cities in an attempt to create interest in visiting these properties in the future and therefore, utilizing a city's hotels, restaurants and just taking in the sights of an area. Ervin asked about feedback and LeClair stated that the feedback she has received from these "Fam Tours" has been positive. She suggested that people love to stay in Pacifica because it is so close to San Francisco; but the trick is to get those visitors of Pacifica to stay here as well. LeClair also suggested that Pacifica needs to simplify film permits. Casillas asked if the Visitor's Bureau handled Public Relations; while they do not, they do things on a smaller scale such as getting articles about a city into various magazines. Conlon was interested in doing more of that in the future for Pacifica.

4. Discussion about Economic Development Plan

Steve Wahlstrom, representing the consulting firm that prepared the Plan, offered to answer any questions the committee had for him. Spano mentioned his discussion with Wahlstrom regarding the Quarry and Calson, where the Plan suggests Class A office / R&D be required of any future development plans for those sites. Spano wished the language could be changed from "require" to "encourage" Class A as parts of future projects on these sites. The Quarry and/or Calson properties as areas that might be able to be zoned for residential/mixed use. Wahlstrom noted that The goal is to find ways to boost the economy in Pacifica, and because we have a lack of space, this has been a concern. Private developers will not build office/R&D here so we need to find entrepreneurs and draw them over here, get them interested in our city. It was stated that Pacifica needs to develop what land we have into more than just housing. Wahlstrom said that a community needs "high quality office space" in order to diversify its economy.

Heldberg asked if we can actually require a person to develop their property (with office/R&D).

Wahlstrom replied YES. Local government requirements to develop certain land uses happens all the time. Pacifica itself is requiring certain land uses to be developed on the Beach Blvd. project. The City wants a hotel, destination restaurant and multifamily housing units - not single family homes. However, it is important to be clear that no one is recommending that ONLY office/r&d space be built on Calson and Quarry. We are simply recommending that office/r&D be a component of a mixed use development. Heldberg then asked if no one wants to come here and develop any land, what can a city do? Wahlstrom responded: It is not correct to suggest that no one wants to develop Calson or Quarry. These are two attractive sites located in a very strong real estate development market, but the sites have difficult owners and past history of challenges getting a development plan approved. The challenge is that outside investors are scared away by the uncertainty of the community agreeing to a proposed land development plan. What can the City do about this situation? It can negotiate a development deal with both property owners, which will remove uncertainty and make the sites very attractive to real estate investors.

Ervin added that he felt that what people really want is the ability to walk places easily, live closer to work and young people especially want these things, so we need to consider approaching this in this way.

Wahlstrom stated that Pacifica needs office space to attract new businesses and the city needs to pursue tourism that includes more projects like Beach Boulevard. Casillas pointed out that people in Pacifica only seem to want to zone residential here but without alternative zoning, we will never be able to have anything else besides residential development. Wahlstrom suggested that the Beach Boulevard Project needs to move forward.....and that would continue the emphasis on attracting businesses to the area. The city also needs to make sure the library project stays on point and once a major developer comes in, the city could have them handle all the parts together.

Vaterlaus was concerned that the whole Beach Boulevard Project would become "negative" and she she agreed with Casillas that we need to make sure that for the Beach Blvd project that a developer doesn't start trying to develop one thing at a time starting with residential first which will potentially leave the other plots undeveloped and susceptible to only housing in the future; it must be something that happens all at once by one group, if possible.

Narayanan asked about the ability to get public transportation into the Beach Boulevard area. Wahlstrom replied that Pacifica doesn't have the land mass to have transit to many areas. Conlon stated that the shuttle at the Devil's Slide does not have high ridership at this point, but once a trail comes this might change.

Heldberg and Spano suggested that the committee should either recommend this or not to the Council for consideration later in this meeting.

Vaterlaus stated that she believed that the Rockaway area should be considered the "center of town."

A committee member stated that even though we have restaurants to attract people to our area, we need more than that. We need to have more things for people to be able to do here. The idea of a "destination restaurant" was mentioned.

Spano started discussion on the ED Plan draft element which mentioned the idea of possibly bringing Fogfest to the Rockaway Beach area or even having it there permanently.

Wahlstrom stated that the idea is for the Rockaway area to be slowly transformed into a major destination area for Pacifica. One idea to attract people is to have some 2.5 star restaurants, more/better retail stores, music events, and of course, more/better signage around the City to promote the events.

Spano asked if there was something other than Fogfest that could be held in Rockaway Beach. Courtney suggested bringing a festival like the "Aloha Festival" to Rockaway Beach. Heldberg commented that Fogfest is great but doesn't do enough to keep people here afterwards.

Linda Jonas, a Fogfest volunteer, stated that she was not happy that the Economic Development Plan states that Fogfest should move to a different location.

Spano asks for a motion to send the Economic Plan to council with one modification: to remove the language saying that Fogfest should be moved to a different location; Heldberg moved to accept the Economic Development plan as it is; Vaterlaus seconded the motion.

VOTES

1. Vote to accept the EDP as-is: 3 yes, 4 no.

2. Motion made to accept the EDP with rewording/removal of the Fogfest language and to make other modifications. Interim City Manager Michael Garvey suggested that the Committee was not empowered to amend the report, as that material was the consultant's product. Rather the Committee could recommend acceptance or non acceptance to Council, adding any other comments the Committee might wish to present to Council. The Committee consensus was to recommend acceptance of the Report but to add Committee comments to the recommendation.

3. Casillas suggested recommending the Calson property be kept as commercial/recreational zoning, that are in line with the surrounding coastal trail opportunities in addition to the current consultants recommendations. Casillas made the motion, Courtney seconded. The vote was: 5 yes, 2 no.

4. Casillas suggested recommended that language be added for the Shamrock Ranch to become a "world class equestrian center" as a possible use in addition to the current consultants recommendations. Casillas made the motion, Conlon seconded. The vote was: 5 yes, 1 no.

5. Heldberg moved recommend acceptance of the EDP to the City Council, along with the Committee's suggestions: Jim made the motion, Casillas seconded. Motion passed.

5. Follow-up: Greenstein Institute

Spano noted that he had visited with Greenstein institute since last meeting and that they had ambitious plans for their presence in Pacifica. Varayanan updated the committee that on August 4th, they did a test run at the Art Gallery in Eureka Square and it went well; the idea of a possible paid

lecture series by the Greenstein Institute was suggested. Conlon stated that there will be a press dinner called a, "blindfold dinner".

6. Follow-up: Lunchtime Business Series

Spano updated the committee stating in response to the last ED Committee meeting and pursuant to discussion between Conlon and Waven Dean Fernandes, the idea to do a lunch time business series to include some topics for local businesses that Wave Dean Fernandes (and Spano) had developed with the ED Committee / City Council as 'sponsor' it is withdrawn, and instead, such offerings could be added to the existing platform of Chamber sponsored lunchtime series. Conlon mentioned that the Chamber would be hosting a "Lunch n' Learn" Educational Seminar later this month at Sharp Park Restaurant. The topic will be "the Affordable Health Care Act."

7. Follow-up: Renaissance

Spano updated the group saying that there is going to be another Renaissance event called "Launch or Enhance your business," a forum that will take place at the end of August. This is a no-cost event that will help aspiring and new business owners understand the offerings of Renaissance to assist new businesses.

8. 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**

No report.

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**

Narayanan stated that there was nothing new to report.

- **MOVIE NIGHT**

Spano said that pursuant to discussion former City manager Rhodes, the City could carry insurance in order to hold these events, with property owners co-insuring. Pacifica has a police department that can help with security the Movie Night, but Spano suggested the Committee may need to get sponsors to help with the costs.

Subcommittee for Objective #3 Report:

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

No report.

- **Encouraging Sporting Events in Pacifica**

Ervin told the committee that he is working with the Chamber of Commerce to get promotional inserts into our yearly visitor's guide.

- **Cross Country Event in Pacifica**

No update.

9. Oral Communications from the Public

There was a public comment made to Narayanan regarding the Art Gallery calling for better public notice. Perhaps an ad could be placed in the Pacifica Tribune or on Patch.com.

A citizen suggested that the quarry be used as a 500-seat theater as a place to hold events, as it currently is not being utilized.

An organizer of the Fogfest said she hoped people recognized that, despite the difficult regional economy, this event has contributed greatly to Pacifica and its economy.

10. Oral Communications from the Committee

Heldberg stated that he had attended the County meeting regarding Highway 1/Devil's Slide and that, overall, there was positive movement forward on the topic.

Vaterlaus announced that at the next Planning Commission meeting, they would discuss the Holiday Inn Express.

Conlon mentioned that she is encouraging small businesses to attend the "Lunch and Learn" and "Eggs and Issues" meetings which would be so beneficial to them.

Narayanan reminded the committee that the time was coming to reapply for the EDC committee. Mike Garvey said that he would start working on that.

11. The next meeting date was set for September 10, 2013.

Meeting Adjourned at 7:54 pm. on a motion by Vaterlaus and seconded by Conlon.