

**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE**

**Minutes of September 10, 2013
Recorded on March 11, 2014**

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

Absent: Victor Spano, Javier Chavarria, Len Stone, Sam Casillas and Vasu Narayanan .

1. Call to Order

Sue Vaterlaus was nominated as Acting Chair. She called the meeting to order at 6:09 pm.

2. Approval of August 13, 2013 Minutes

The August 13, 2013 minutes were approved on a motion made by Courtney Conlon and seconded by Jim Heldberg. Mary Brown abstained. The motion passed.

The Interim City Manager advised the committee that it may be wise to switch to Action minutes in the future. City staff time to do the minutes has been extensive, and action minutes would minimize that tremendously. It was suggested that the Minutes for this meeting be done both ways for the committee to see the differences and a decision could be made with more Committee members present.

3. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

No report.

Subcommittee for Objective #2 Report

◆ **Art Space Use**

No report.

◆ **Movie Night**

No report.

Jim Heldberg said that he was disappointed that we are this far into summer and movie night has yet to take place. Discussion ensued, and there is hope that it may still take place in October.

◆ **Restaurant Outreach**

No report.

Subcommittee for Objective #3 Report

Jim Heldberg was following up on the last meeting where the Economic Development Plan (EDP) had been adopted and forwarded to City Council. When will it go to Council? The City Manager said that depending on what the agenda looks like for the September 23rd Council meeting, the EDP may show up then.

Mary Brown voiced her concern on the modifications made to the EDP at the last meeting, and the City Manager said that the EDP was adopted as presented but with amendments. Those amendments may appear at a later point in time in the General Plan.

◆ Encouraging Sporting Events in Pacifica

No report.

◆ Cross Country Event in Pacifica

No report.

4. Oral Communications from the Public

None.

5. Oral Communications from the Committee

Mike Irwin voiced his disappointment in the Chamber's lack of commitment to the City's Utility User's Tax (UUT) Ballot Measure in November. He did not like the comparison to the Fire Assessment Tax which still upsets many in town. Without the UUT, the chances of hiring an Economic Development Coordinator will be slim to none. Mike also mentioned that he will not reapply to be on the EDC.

Mary Ann suggested that committee members think about the next generation of EDC members and how we want to move forward.

Jim Heldberg went to a second meeting on the Devil's Slide Trail. Both meetings were very impressive, but he is amazed and disappointed that there is no way to get to the trail from Pacifica. You can drive to or take a bus to the location, but there is no Pacifica connection.

Courtney Conlon stated that parking for the beach was all over Linda Mar over the weekend. With the excessive heat both days, it appeared that the beach parking lots were completely full.

6. Next Meeting Date

The next meeting date was set for **TUESDAY, October 8, 2013.**

Sue Vaterlaus adjourned the meeting at 6:38 p.m.