

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of October 14, 2014
Approved on November 17, 2014

In attendance were members: Brent Shedd, Peter Menard, Jim Heldberg, Chris Porter, Len Stone and Sue Digre; and City Staff: Lorie Tinfow, Lee Diaz and Marilyn de Souza.

Absent: Michael Varney, Javier Chavarria, Courtney Conlon and Linda Fahey.

1. Call to Order

Chair Len Stone called the meeting to order at 6:17 pm.

2. Approval of August 12, 2014 Minutes

Jim noted that at the end of the Minutes, it should read “**Jim** adjourned the meeting” instead of “Mary”.

Jim made a motion to accept the Minutes as amended. Brent seconded. The motion passed unanimously.

3. Beautification Efforts of PG&E Utility Poles

Scott Hart, PG&E’s Local Government Relations Representative, was in attendance. Brent Shedd showed his Power Point presentation showcasing ideas for decorating utility poles as a way to attract visitors and generate community spirit.

Mr. Hart was impressed with the presentation and mentioned that the poles are owned by several agencies. The decision is not just PG&E’s; he will have to pitch the presentation to several agencies. He said it is encouraging being in partnership with Pacifica and focusing on community spirit.

Peter made a motion that the EDC recommend City Council send a letter to PG&E requesting approval of our efforts to beautify their utility poles. The motion passed 3 - 1.

4. Planning Department Presentation

Lee Diaz, Interim Planning Director, presented the steps to setting up a special event in Pacifica. Committee members felt it should be simplified and would be more useful if samples were set up on the City’s website. Lee is going to assemble a packet and re-present to the EDC at a later date.

5. Colt Property Update

Lorie shared that the Council had authorized the purchase of a 5-acre piece of land owned by Dave Colt. This parcel has long been identified as the site for a trail segment needed to connect Devil’s Slide Trail to the rest of the trail system. Funding is still to be

determined at this time for both the purchase and the trail development. The Devil's Slide Trail is a huge visitor attraction.

6. Chamber of Commerce Update

Lorie announced on behalf of Courtney Conlon that the Bootlegger's Golf Tournament was taking place on October 20th.

7. Oral Communications from the Public

Resident Kevin Kuppa was happy to see what takes place at the EDC meetings.

8. Oral Communication from the Committee Members

Brent mentioned that Cloud 9 would like to move to Pacifica, specifically on Palmetto Avenue. He also mentioned that the donut shop in Linda Mar is for sale. He approached the French Patisserie about considering about opening a store location there. They are considering the idea.

Lorie mentioned that the Quarry is in the process of being sold.

9. Next Meeting Date

The next meeting date was changed to WEDNESDAY, November 12, 2014, due to the Veteran's Holiday.

Chair Stone adjourned the meeting at 7:33 p.m.