

# CITY OF PACIFICA

## ECONOMIC DEVELOPMENT COMMITTEE

Minutes of February 8, 2012

In attendance were members: Jim Heldberg, Victor Spano, Mary Brown, Vasu Narayanan, Sue Vaterlaus, Sue Digre and Mike Ervin

Absent: Courtney Conlon, Javier Chavarria, Mary Ann Nihart and Sam Casillas

### 1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:05 pm.

### 2. Approval of January 17, 2012 Minutes

The January 17, 2012 minutes were approved on a motion made by Vasu Narayanan and seconded by Sue Vaterlaus. The motion carried.

### 3. Subcommittee Reports / Discussion

#### **Subcommittee #1 Report:**

The City Manager announced that the Planning Director would attend the next meeting and explain the new on-line Permit Process.

#### **Subcommittee #2 Report:**

This subcommittee continues to meet once a week.

Art to Fill Vacancies - Vasu mentioned that he has been waiting for a copy of the draft lease for almost 4 weeks, and he hopes to receive it soon. The insurance issue has finally been resolved. The Sanchez Art Center will take out the policy at a cost of \$500 to \$600 per year, and Vasu will pay for it. The tentative opening will be in mid-March, and it will be called Oceana Art Gallery. Art Guild members did come to see the location and have already made decisions on the lighting. A definite date will be decided once the draft lease is received and reviewed. A question arose as to Vasu paying out of pocket for the insurance, and Vasu mentioned that he has discussed with the artists that should their art be sold perhaps a portion of their proceeds could be donated to help defray the cost of insurance.

At the January meeting, the subcommittee discussed hiring someone that may be able to probe deeper into County, State or Federal programs looking for grants available for economic development in small towns. Mary mentioned that Mark Hersberg with Jerry Hill's office attended one of this subcommittee's meetings and offered a multitude of ideas of what this person's role could entail. The subcommittee compiled a list of those Possible Job Responsibilities and handed it to the committee. Mr. Hersberg provided the name of the retired City of Millbrae Community Development Director, Ralph Petty, who lives in Pacifica. Victor did meet with San Francisco State's Director of Urban Studies and was given 3 possible contacts to pursue. Victor also contacted Willie Brown's Foundation which helps place young people in the public sector, but presently

there is no funding available. Vasu said that an experienced person may have the knowledge and answers to our issues faster than an intern who may take weeks or months to figure out. The City Manager mentioned that this committee will have to make a recommendation which will have to be approved by City Council. Decisions will have to be made as to the job description, what are our goals, will this be an intern or paid position, who will this person report to, will this person work for the Chamber or the City? The subcommittee decided it best to meet and confer with the City Manager first.

### **Subcommittee #3 Report:**

The City Manager stated that the logo issue has been sidetracked. There are issues that need to be settled first. It was pulled from the City Council Agenda for February 14 and may not make it back to Council until March.

#### **4. S-3 Business Expo**

Jim Heldberg attended the S-3 Expo held in San Jose on January 19. The event was sponsored by the Chambers of Commerce from Sunnyvale, San Jose and Santa Clara. It was a well attended and well organized event. Jim was one of about twenty exhibitors with booths set up in a large room. The almost 400 attendees were business owners and professionals who would go around the room looking at the offerings in the booths. Jim met people he would never have come in contact with had he not attended the S-3 Expo.

Pacifica's Chamber of Commerce could do something similar and invite businesses to come and promote their products/services in Pacifica. It was decided that this would be a project for consideration but should be discussed when the Chamber representative is present. Mary mentioned that the Chamber organizes the Taste of Pacifica which showcases restaurants in town, but it is a lot of hard work. Doing a business showcase will mean finding a large venue in town, plus finding businesses which want to come to Pacifica.

#### **5. Oral Communications from the Public**

Cindy Abbott spoke in favor of a business showcase like the S-3. It could cater to a niche specific to Pacifica, like outdoor activities, and could even be sponsored jointly with the San Mateo Convention and Visitors Bureau.

Morning Nichols said that anything bringing people into town should be considered. Even considering something like a publicized lecture series could bring visitors into Pacifica.

#### **6. Oral Communications from the Committee**

Sue mentioned that the Financing Task Force repeatedly asks what the Economic Development Committee is doing to bring business into town.

Victor said that he has received an inquiry from the ad on Craigslist regarding properties for rent and has provided the necessary information.

Vasu spoke about a PARCA event called the Giro de Pacifica, which is a bicycle race that will come through town in mid-July or August. Cyclists will stay in Pacifica, and the event may be supported by a bike shop in Park Mall.

Steve Rhodes stated that regarding e-mail, the committee cannot directly email all members of the Committee. That is a Brown Act violation. Any correspondence should be sent to Steve who will then forward it to the members. Subcommittee members may e-mail within their group.

#### 7. Next Meeting Date

The next meeting date was set for Tuesday, March 13, 2012.

The meeting adjourned at 7:03 pm.