

# CITY OF PACIFICA

## ECONOMIC DEVELOPMENT COMMITTEE

Minutes of April 10, 2012  
Approved on May 9, 2012

In attendance were members: Jim Heldberg, Victor Spano, Mary Brown, Sam Casillas, Javier Chavarria, Sue Digre, Mike Ervin, and Mary Ann Nihart.

Absent: Courtney Conlan, Vasudev Narayanan, and Sue Vaterlaus.

### 1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:02 pm.

### 2. Approval of March 13, 2012 Minutes

A quorum was present. The March 13, 2012 minutes were approved on a motion made by Mary Brown and seconded by Victor Spano. The motion was carried.

### 3. Discussion on Work with the Small Business Administration (SBA)

The District Director of SBA Mark Quinn shared some background on this Federal Agency with the committee. Mr. Quinn explained that there are several goals of the SBA, one being that this agency tries to find entrepreneurs who may be able to get the funds needed to launch their new businesses. They do this by guaranteeing small business loans, having consultants who can offer advice on issues business owners would face, including Human Resources questions, marketing tips and strategies, and the Small Business Administration Center (SBAC) even offers classes which are free or low-cost that might benefit new business owners. The SBA provides early-stage assistance to new businesses until they can stand on their own. Mr. Quinn also mentioned that SBA is unique in offering federal loans when government has declared a "disaster." SBA guarantees loans to small businesses in the initial stages and this is something that Chair Jim Heldberg said would really help bring businesses to Pacifica and help those with home businesses expand.

### 4. Subcommittee Reports/Discussion

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

Javier Chavarria updated the committee by saying that he has met with Chief Building Official, Doug Rider of CSG Consulting and they plan on "test-driving" one of Mr. Chavarria's projects with regard to the Permit Tracking System that the Planning Department is implementing. Mr. Chavarria said he would keep the committee updated on this in the future.

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

Art to Fill Vacancies - The Oceana Art Gallery is advertising for its exhibition of large art pieces. It will take place on April 20, 2012 at 150 Eureka Square from 6-9 pm. It was not certain if this would be a temporary art display or a permanent one. Mary Ann Nihart mentioned that this event should be advertised in the Pacifica Tribune and on Patch.com.

Update on Intern Position – Mary Brown updated the committee stating that she attended the City Council meeting to support approval for a volunteer intern position for the Economic Development. As of now, we have 10 applicants. The subcommittee will put together the application process and after all the applications are received, someone will be chosen to intern for the summer.

### **Subcommittee for Objective #3 Report:**

Update on Community Map – Sam Casillas stated that the City Council approved branding logo and he will draft maps with Stephen Johnson. Mr. Casillas hopes to have something to show the committee at next month's meeting.

#### **5. News Item on "Cash Mob"**

The City Manager showed the committee a news clip of a Cash Mob in Oregon. A Cash Mob is started online by a business owner to bring traffic into the area and highlight a particular business. The idea is that people "mob" a chosen business and plan to spend money at that business on a designated day. A different business would get a chance every month to be chosen by a collective vote. The idea is to bring people into a "business neighborhood" to help that area as well as the chosen business. Mary Ann Nihart suggested that if we were to do something like this here in Pacifica, Florey's Bookstore would be a good place to start and the City Manager said that the Chamber of Commerce would be a good place to try this idea out. Javier Chavarria noted that we would need to find a way to market our businesses so that we can bring people into this area. Several committee members liked the "Cash Mob" idea and Jim Heldberg noted that this idea was low-cost and low-organization. However, Javier Chavarria pointed out that as a City, we cannot promote this ourselves; he would explore the idea of getting a group together to try and make the "Cash Mob" idea a reality.

#### **6. Introduction to Business Incubator**

Chair Jim Heldberg explained that a business incubator is something that helps grow a business until it is able to function on its own. After a year or so of "incubation" a business can "graduate" and go on to become a successful and independent entity that would contribute jobs and growth to its community. The "incubator" is a business itself, and Mr. Heldberg believed that Pacifica could definitely profit from having one. He questioned whether we could support it here. Sam Casillas stated that Daly City had a business incubator for about 15 years, with only some success.

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



Horace Hinshaw commented that the Pacifica School District is looking for a person to lease out its facilities at Oddstad School. Mr. Hinshaw would like to see a Sports Complex there. He is looking for developers to buy the facilities and run it for-profit.

Tracy Dalton commented that she had children and knew others with children that would support having a Sports Complex here in Pacifica. She said it would bring other people in from surrounding areas.

#### 8. Oral Communications from the Committee

The City Manager spoke about the possibility of Pacifica having its own shuttle service. It has been approved by the City Council but the grant now needs approval from C/CAG and the TA; it would be a 2-year pilot program. If approved, the shuttle would take people all around Pacifica, and eventually the shuttle will go to Devil's Slide. Mary Brown was concerned about keeping Pacifica's visitors in Pacifica. Mr. Rhodes mentioned that this is a joint effort between the City, Chamber of Commerce, Recology and Pacifica hotels. The shuttle program would be great for Pacifica because the shuttle would be designed to accommodate everyone, and would help bring more people to our city. Mary Ann Nihart said it should not interfere with the other public transportation services that are in Pacifica such as Samtrans since the routes and stops would be different than those of Samtrans.

Mary Brown announced that there would be a "coffee" for our new councilmember Ginny Jaquith at Nick's Restaurant on Wednesday, April 11, 2012 from 9-11 am.

Sam Casillas wanted to remind everyone that the Earth Day cleanup was going to be coming up on April 21, 2012. On April 24, 2012 the Pacifica Land Trust would have a fundraiser at Salada Beach Café from 6 pm and food would cost \$20.

Mike Ervin asked the committee if they had seen the food trucks at Sea Bowl lately. He couldn't find any information on why the trucks were there. The City Manager assured everyone that the food trucks had permits allowing them to operate. Mary Brown stated that while she thought the food trucks were a great idea, there was some concern about the competition nearby restaurants would face as a result of the food trucks.

Mary Ann Nihart reminded the committee that the budget process is starting again and encouraged everyone to attend the study sessions.

#### 9. Next Meeting Date

The next meeting date was set for Tuesday, May 8, 2012.

Meeting Adjourned at 7:26 pm. by Chair Jim Heldberg and seconded by Mary Brown.