

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of October 11, 2011
Approved November 8, 2011

In attendance were members: Mary Brown, Sue Vaterlaus, Courtney Conlon, Sue Digre, Mike Ervin, Jim Heldberg, Javier Chavarria, Victor Spano, and Sam Casillas

Absent: Vasudev Narayanan and Mary Ann Nihart

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:06 pm.

2. Approval of September 13, 2011 Minutes

The September 13, 2011 minutes were approved on a motion made by Sue Digre and seconded by Victor Spano. Mary Brown abstained. The motion carried.

3. Discussion on Objectives for Committee

A subcommittee list was discussed, and Mary Brown was added to the subcommittee on Objective #2.

Victor discussed the Preservation of Existing Uses. He and Vasu had met to discuss whether future redevelopment may make some businesses go out of business and how we could preserve existing businesses.

Mary said we should look into other coastal cities our size to see what they are doing, and, in particular, take a look at Manhattan Beach which is thriving in economic growth.

Sue Digre feels that constant monitoring of Objective 1 would be helpful, and a suggestion was made to invite George White to the January meeting to give the Committee a Status Update.

4. Using Craigslist for Site Listing Advertisement – Victor Spano

The City website lists commercial properties available in town for rent. There are similar listings available on Craigslist. Should we make our properties also available on Craigslist? Being proactive may bring results.

Vic Spano made the motion to join Craigslist. Sue Digre seconded. The motion passed.

5. Assisting Pedro Point Shopping Center Lease Space – Sam Casillas

Sarah Edwards representing Fresh and Easy was in attendance. The issue arose about the adjoining 2001 square feet adjacent to the Fresh and Easy which has been up for rent and is still up for rent. Ms. Edwards has approached cellular companies, food companies, bike shops, and retailers who need that amount of square footage, but there has been no interest.

Discussion arose about new trails and the tunnel being opened in the near future which would make that location very appealing to any business. Suggestions were given including two restaurants which have already expressed interest: Burgermeister and Panda Express. Other suggestions given were Hans Hibachi, REI Outfitters, Sports Basement, and Toto's Pizza.

6. Update on Using Art to Fill Vacant Space – Victor Spano

Victor spoke to Nancy Russell of the Artists' Guild. She has invited him to the November 7 meeting of their Board. They are very interested in pursuing this endeavor.

Discussion arose about how to stage the art and who would cover the insurance. It was mentioned that Vasu may like to sponsor the first exhibit, but since he is out of the country, we will defer to when he returns.

Morning Nicholls mentioned that there would be tremendous difficulty in finding volunteers to watch the art on display. She also suggested an Art Walk or an Arts and Wine Walk with various locations each month. The committee reacted positively to this suggestion. Follow up will take place after Victor attends the November 7 meeting.

7. Work Space for Small Businesses

Eileen Campbell spoke about NextSpace, which is a company that takes large commercial spaces and sets it up with the latest technology, conference rooms, business equipment, kitchens,... then rents the spaces out. It has been a phenomenal use for small business owners or home based businesses. Since there are so many home based businesses in town, this might be a great use of large vacant commercial space in Pacifica.

Victor volunteered to check with NextSpace and provide an update at the next meeting.

8. Update on Business Route

The City Manager brought up that Palmetto Avenue has been approved as a Business Route and signs will go up in the next few months. We will do an unveiling ceremony when they arrive.

9. Oral Communications from the Public

None

10. Oral Communications from the Committee

Steve briefly discussed a handout on Land Use Fundamentals with the group, and announced that the next Mayor's Walk will be at Eureka Square on October 31st at Noon.

Javier mentioned that there will be a new Taqueria restaurant taking over the old Taco Bell location in Manor.

Mike discussed a cross country event he attended for Terra Nova High School at a distant location that brought in over 3,000 people to that venue. Why couldn't Pacifica clear vacant land and build a track to hold these kinds of events to bring in visitors?

Mary asked about the General Plan, and it was stated that it will come after drafting for a full review. Completion of the General Plan is still 2 – 3 years away.

Sam brought samples of the City logo which is still a work in progress. He would like to have it agendized for the next meeting.

Courtney mentioned that after a short sale of the Pacifica Beach Resort, there is a new owner and plenty of work going on at that location.

Jim discussed the San Mateo Business Expo which he attended and was happy to see some Pacifica representation also in attendance there. He also mentioned that the Fogfest was a success, but it would be nice to see those Fogfest goers remain in town rather than go home. He provided the committee with a list of his ideas. The item will be placed on the next meeting agenda.

Sue Vaterlaus announced a new store, Resurrection, which has opened in Rockaway Beach recently.

11. Next Meeting Date

The next meeting date was set for November 7, 2011.

The meeting adjourned at 7:34 pm.