

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of May 8, 2012

Approved as Amended on June 12, 2012

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

Absent: Javier Chavarria, Vasudev Narayanan, and Mary Ann Nihart.

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:08 pm.

2. Approval of April 10, 2012 Minutes

The April 10, 2012 minutes were approved on a motion made by Victor Spano and seconded by Mary Brown. The motion carried.

3. Library Resources

Guest speakers Thom Ball (Pacifica Libraries Manager) and Eric Ruchames (President of the Board of the Pacifica Library Foundation) were in attendance.

Mr. Ball spoke about the multitude of resources for small businesses available at the library. The library website, www.plsinfo.org, is made up of a consortium of several cities in San Mateo County. It has a wealth of information, including a small business resource center. Mr. Ball demonstrated the wide, comprehensive selection of topics on a big screen, and specifically concentrated on the eServices tab. All the articles on the library site are proprietary and not available any where else on the Web. Presently, the library is in the second phase of a new building program, and the new building, upon completion, will be able to support our many local businesses.

Mr. Ruchames spoke about the future library in Pacifica, which can have places to meet for small and large groups, underground parking and services to connect people to resources. A needs assessment showed that Pacifica needs a 33,000 square foot library; both of our combined libraries now fall quite short of that number. All the information on the website is available to anyone with a library card.

The committee was extremely impressed with the presentation of the website and its topics. It would be best to publicize this to start-up businesses, and a suggestion was made to the City Manager to add a link from the City's website.

Brent Shedd asked what the library foundation can offer as an incentive to high-tech companies in exchange for their help in offsetting the cost of building the library.

4. Discussion on work with the Small Business Administration

Victor Spano mentioned that the Small Business Administration (SBA) should be a resource for those starting a small business, and that the SBA's website should also be added to the City's website.

5. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report:

Mike Ervin stated that there was nothing report.

Subcommittee for Objective #2 Report:

Small Business Incubator – Victor Spano spoke about Next Space, which can fill vacant storefronts and create traffic. First step would be to see if there is a need for it in Pacifica. It was suggested that perhaps a small marketing survey to some 200 home based businesses could be conducted to see what response was received.

Discussion arose as to where we want to spend our time as a committee and what direction we want to follow. Mary Brown showed the committee a list she requested from the City with all of the home based businesses – it was quite voluminous. She feels that we should work to help those businesses already in town, while others believe we should strive to attract new businesses. Courtney Conlan mentioned that 2,700 patents had been taken out in Pacifica.

Art to Fill Vacancies – Victor mentioned that the Art Showing on April 20th was a great success. All in the Committee who attended agreed. Eureka Square came to life that evening, and we should keep this going. There will be another gallery opening in June, and the artwork will be switched out. Vasu and Oceana Market were great sponsors of this event. Mary Brown suggested we need to study what really worked with this event specifically with getting the community involved and sponsors. A Proclamation was sent to the EDC from Jerry Hill and will be hung at the Art Center.

Subcommittee for Objective #3 Report:

Update on Community Map – Sam Casillas has been mapping businesses, along with trails, throughout Pacifica. He brought a large map for the group to see. It was discussed that the map should show more of Pacifica and less of Montara, specifically more information should be added at the North end of town including Fairmont Shopping Center and Ramallah Plaza. The titles of businesses should also be more descriptive. Sam cut the lists of businesses down from 2,000 to about 50. The Committee stated it was a great start and a job well done.

6. Oral Communications from the Public

Brent Shedd said the Committee is doing a great job and he would like to help in any way.

7. Oral Communications from the Committee

Sam Casillas mentioned that some heavy equipment has been located near the ACE hardware, and the City Manager said this was for the construction of the water line for the tunnel.

Sue Digre asked if Sub-Committee #1 is done with their efforts, and it was stated that there may be a possibility of another survey being done later this year.

Victor Spano mentioned that Subway and Pampanagos Bakery in Fairmont have closed down, and a new pet store will be opening within a couple of weeks.

8. Next Meeting Date

The next meeting date was set for Tuesday, June 12, 2012.

Meeting Adjourned at 7:59 pm. by Chair Jim Heldberg and seconded by Mary Brown.