

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of July 10, 2012
Approved on August 7, 2012

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

Absent: Javier Chavarria.

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:03 pm.

2. Approval of June 12, 2012 Minutes

The June 12, 2012 minutes were approved on a motion made by Sue Vaterlaus and seconded by Victor Spano. The motion passed.

3. Introduction of Intern Tamela Hopson

The City Manager introduced Tamela Hopson to the Committee. She is the Intern volunteering to assist in grant funding and comparative research. Ms. Hopson gave a brief overview on what she is doing in terms of finding various funding opportunities. She had a lengthy conversation with Brian Perkins of Congressman Jackie Speier's office who provided a plethora of resources for Tamela to pursue. Tamela will also be attending seminars which may assist her in her research.

4. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

Nothing to report.

Subcommittee for Objective #2 Report

◆ Small Business Incubator

Mary Brown provided copies of a survey the subcommittee would like to send to home-based businesses in town to see the level of interest in sharing office space in the future. The flyer is too lengthy, and she will try to shorten it. The goal would have been to send it via email, but the business list the City's Finance Department keeps does not have many email addresses. It would be nice to host Meet and Greets for these home-based business owners. Suggestions arose about having articles written and published in the *Pacifica Tribune* and on Patch.com. Since most home-based businesses are largely connected on the internet, perhaps using the many social media sites would be more efficient. A request was also made to the City Manager requesting an email address for this Committee via the City's website. Mike Ervin suggested offering some sort of incentive to home-based businesses if they provide their email address, which was well received by the Committee.

The subcommittee will continue to meet and present ideas at the next meeting.

Matthew Holmes, owner of Retailwest in San Francisco and owner of the Pedro Point Shopping Center, was present. He provided the Committee with copies of his company's brochure for Pacifica, and he is presently working on environmental cleanup to the space adjacent to the Fresh and Easy store, which he would like to fill with a new business once the cleanup is complete. He mentioned issues he is facing with the Coastal Commission and the City Manager provided him with a contact name and phone number from Supervisor Jerry Hill's office. He discussed the image problems his company faces when advertising Pacifica to his network of clients, i.e., Pacifica is too small, it's too cold, etc... He would like to know what, if any, incentives the City would be willing to offer new businesses if they were to locate in Pacifica. As an example, the City of Dublin rebates 50% of sales tax generated for up to a 5 year period to new businesses that fill existing vacant spaces in town. This is not offered to new developments. Presently, Mr. Holmes would like to see some of Pacifica's home-based businesses pulled out of their houses and into retail storefronts, also known as push-cart ownership. He would like to see Pacifica offer some perks to any new business.

◆ **Palmetto Next Steps**

With the PG&E Undergrounding and Streetscape plans for Palmetto Avenue imminent, Mary Ann Nihart wants to encourage the owners of empty lots on Palmetto Avenue to do something about the vacant lots sooner than later. Presently there are about 5 vacant lots on Palmetto Avenue. Is there a way to build excitement about the new streetscape? Does the committee have any ideas? The City Manager mentioned that the owners seem very disinterested in any meetings. Sam Casillas said that cleaning up the areas and possibly putting a lawn down and a few benches may make the lots look more desirable. South San Francisco does this to their vacant lots. It was suggested that information/brochures on the undergrounding and the streetscape be sent to those realtors selling those properties. This was well received by the committee and may entice quicker sales.

◆ **Art Space Use**

Vasu Narayanan stated that he is trying to encourage the Sanchez Art Center to expand the scope of what they are presently doing at the exhibits. The Opening goes well with large crowds, but attendance starts to dwindle drastically after the first weekend. At the next art show on July 27th, they will be showcasing Live Art. The artists will be there in person. Vasu also mentioned that the Art Guild is taking more of an interest now that they have seen the success Sanchez Arts has been having with the art shows.

Subcommittee for Objective #3 Report

◆ **City Map Update**

Sam Casillas provided the committee with a list of businesses organized by neighborhood and shopping center. Sam asked the committee for any corrections, additions and suggestions. He will email the list to the committee for additional comments.

◆ **How to Connect with Travel Opportunities**

Discussion arose as to how we connect with venues that come to the Bay Area. It was noted that Pacifica hotels were at 100% occupancy during the US Open Golf Tournament held at the Olympic Club in mid-June. It would be great if we could connect somehow with the Americas Cup Tournament coming to San Francisco. A suggestion was made about packaging hotels, restaurants and other tourist sites to visitors coming for the Americas Cup and staying in Pacifica.

5. Movie Nights

Victor Spano discussed the summer movie series put on by the Redwood City. The City purchased a giant 25-foot screen and shows movies throughout the summer to their residents. They presently lease out the screen for about \$1300. The issue in Pacifica would be the inclement weather and location for doing an outdoor movie night. A suggestion was made to show the movie in a tent. The cost could be underwritten by a business who could be the sponsor for that showing.

6. Oral Communications from the Public

None.

7. Oral Communications from the Committee

Victor mentioned that Acapulco restaurant in Rockaway had closed down after 50 years in business.

8. Next Meeting Date

The next meeting date was set for Tuesday, August 7, 2012.

Jim Heldberg adjourned the meeting at 7:48 pm with a motion made by Sue Vaterlaus and seconded by Mary Brown.