

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

October 9, 2012
6:00 PM
Police Station
2075 Coast Highway

1. Call to Order
2. Approval of September 11, 2012 Minutes
3. Subcommittee Reports/Discussion
 - Objective #1 (Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses)
 - Objective #2 (Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development)
 - Small business incubator
 - Mentoring Program
 - Art Space Use
 - Movie Night
 - Objective #3 (Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth)
 - City Map update – guided walks
 - Encouraging Sporting Events in Pacifica
4. Discussion on Intern Program
5. Council Goal for Economic Development Plan
6. Oral Communications from the Public
7. Oral Communications from the Committee
8. Next Meeting date November ?, 2012

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of September 11, 2012

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

Absent: Sam Casillas, Sue Digre, Mary Ann Nihart and Courtney Conlon.

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:04 pm.

2. Approval of August 7, 2012 Minutes

The August 7, 2012 minutes were approved on a motion made by Victor Spano and seconded by Sue Vaterlaus. The motion passed.

3. Sub-Committee Reports/Discussion

Subcommittee for Objective #1 Report

Javier Chavarria mentioned that he met with the City's Chief Building Official, Doug Ryder, to discuss the online Permit Tracking process. Javier will be using one of his projects from start to finish as a test case on the software. He will continue to keep the committee updated.

Subcommittee for Objective #2 Report

◆ Small Business Incubator

Victor Spano discussed a meeting he and some of the committee members attended in South San Francisco with First National Bank (FNB) to seek their interest in the Small Business Incubator concept. FNB has a Community Reinvestment Act which helps promote economic development activities within the community. FNB was quite supportive once they understood the concept and are willing to contribute in various ways to this idea. Being the City's bank, FNB has a vested interest in the incubator's success.

Mary Brown reported that the Chamber already received an inquiry on the incubator and a shared space. It appears that interest is already peaking in town. She also said that the Chamber should be involved in recruiting mentors who can shepherd the new businesses in town and believes the Chamber will advertise and recruit in their Newsletter. There is a group called Service Corp of Retired Executives (SCORE) which Victor volunteered to investigate and see if they have any ideas on mentors. Victor also requested that the Mentoring Program become a permanent bullet point under Objective 2.

The next step for this subcommittee is to talk to Kimco which offers a one year free rent program to startup entrepreneurs and first time business owners. Kimco provides operational and financial support to ensure the success of these first time business owners.

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

◆ **Art Space Use**

Vasu Narayanan announced that there will be a new Art Exhibit opening this Friday, September 14. The first few days are always active, but attendance dwindles drastically after that. He would like to see the space become more self sustaining and economically viable on its own. The problem is that 95% of the art is displayed on the walls and very little gets exhibited on the floor area. He would like the gallery to become more dynamic by having different exhibits on the floor space each week and having those exhibitors sell their products. Clay Creations has expressed an interest in participating in this manner, but unfortunately anyone who approaches the Art Guild gets stonewalled.

Discussion ensued about other locations for future exhibits throughout Pacifica. Concerns about who would provide lighting came up. Presently Vasu and Oceana Market absorbed all the costs of lighting and installation of the lights. The Art Guild does not have the resources to manage this well, and it may have to find someone willing to take on this undertaking.

◆ **Movie Night**

Victor Spano and Sue Vaterlaus approached Pedro Point Shopping Center about hosting a Movie Night. About 90% of the businesses supported the idea. One had concern about using the parking lot which is always full on Friday and Saturday nights, so the loss of business from having no parking was a huge issue. Park Mall in Park Pacifica would also be willing to host movie night, but it will have to be soon with daylight savings time and inclement weather approaching. The City of Redwood City, which rents out the equipment for outdoor movie showings, seems reluctant to send their equipment all the way to Pacifica. Victor will check on a few other movie rental companies whose names came up at the meeting. Community groups and food trucks could be invited to provide snacks and entrees.

The subcommittee has much more work to do with this, and all agreed they will pursue this and hopefully have one movie night before winter arrives.

Subcommittee for Objective #3 Report

◆ **City Map Update**

This item was deferred to the next meeting when Sam Casillas and Courtney Conlon would be in attendance.

However, a short discussion arose about possibly minimizing the amount of work put into the map with the current development of a new APP by the Chamber. The new APP will have instant information for travelers on all aspects of Pacifica. The City Manager showed an APP already being used by another City as an example – its abilities may make maps obsolete.

◆ **Encouraging Sporting Events in Pacifica**

Javier Chavarria discussed his recent experience with fundraising on a makeshift tournament. His group raised about \$8,000. He can bring tournaments to Pacifica, but the problem is where to hold it. Fairway Park is used by Little Leagues and the Pacifica National Little League does not appear to want to share this field. Javier says that hotels, restaurants, markets, entertaining venues all benefit from these types of tournaments. Mike Ervin recently attended a cross-country event and remarked that the business from sporting events could be huge for Pacifica.

Javier would like to envision a set number of events on the calendar for Pacifica. It would be similar to our FogFest which people anticipate every year. The recent Giro de Pacifica was a huge success, so we could do something like that annually. Pacifica has trails so we could do one cross country event; and perhaps one each with baseball, soccer, and surfing. The idea is to host some games on Saturday and the rest on Sunday. Families will need to stay, eat and shop in town.

Horace Hinshaw addressed the committee. He has tried for years to bring some sort of sporting event to town. It is not a new concept. His stumbling block has been the lack of to no cooperation and support from the restaurants, hotels and Chamber. Sporting events would be an awesome source of revenue and great advertisement for the City.

This subcommittee's next step is to speak with the City's PB&R Director to discuss use of the Fairway Park baseball fields. The City Manager expressed an interest in attending this meeting. Javier will prepare a plan and hope to bring one tournament in to Pacifica in October.

4. Fairmont Shopping Center/Linda Mar Shopping Center – Kimco

Victor mentioned that he has spoken with Nicole Hauscarriague, the leasing agent with Kimco, about the demise of Round Table in Linda Mar. It appears that it was an operational issue that made them go under, and Round Table's Corporate Office appears to have some interest in opening a new store in Linda Mar with new management. No date has been set.

5. Council Goal for Economic Development Plan

The City Manager announced that the City Council, at their last meeting, acknowledged the need and adopted a goal of setting up an Economic Development Plan. The City Manager will set out the time frame. The process will be to bring in a consulting firm to help our committee develop this plan. The City will have to send a Request for Proposal (RFP) first to select a firm to do the work.

6. Oral Communications from the Public

None.

7. Oral Communications from the Committee

None

8. Next Meeting Date

The next meeting date was set for Tuesday, October 9, 2012.

Jim Heldberg adjourned the meeting at 7:39 pm with a motion made by Sue Vaterlaus and seconded by Victor Spano.