

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of July 19, 2011
Approved August 9, 2011

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

Absent: Sue Digre and Vasudev Narayanan

1. Call to Order

Acting Chair Sam Casillas called the meeting to order at 6:12 pm.

2. Approval of May 10, 2011 Minutes

The May 10, 2011 minutes were approved as corrected on a motion made by Sam Casillas and seconded by Jim Heldberg.

3. Election of Chair and Vice Chair

Jim Heldberg was nominated and elected as Chair and Sam Casillas was nominated and elected as Vice Chair of the Committee.

Chair Heldberg took over presiding at the meeting. He asked that the Objectives be briefly stated and asked that new members introduce themselves. Victor Spano gave his background in economic development with the City of Daly City and said he was interested in working on Objective #2. Mary Brown told about her extensive business experience in Pacifica and said she was interested in helping to strengthen the City's economy.

4. Subcommittee Reports/Discussion

SC #1 – Discussion about this objective centered on the fact that much of the work had been accomplished and that perhaps it was time to review all of the Objectives. There was consensus of the committee that it was time to review all Objectives and that they would be distributed before the next meeting and a discussion about them placed on the agenda for the August meeting. Mary Brown suggested that the Planning Department efforts be reviewed in six months.

SC #2 – Sue Vaterlaus said that the old Horizons had an offer pending. Mary Ann Nihart talked about the Mayor's walk in Linda Mar where there were complaints about the rent and mix of tenants. The Chamber is preparing a letter to the landlord, KimCo, about the issues in Linda Mar and Fairmont Shopping Centers. Courtney Conlon suggested that people visit new businesses in town.

SC #3 – Sam Casillas said he was meeting with others to do an update on the logo and would report back at the next meeting. He was also going to meet

with Stephen Johnson regarding the map and would have more information at the next meeting.

5. Business Route Designation Update

The City Manager explained that the route designation had been accepted by the Caltrans Regional Office and would now be sent to the Head Office for approval.

6. Beach Boulevard Project Update

The City Manager gave an update on the Beach Boulevard project and said an Open House on the project was planned for August. Discussion followed on the project. The City Manager explained that the consultants for the project will attend the next EDC meeting and solicit input from the committee.

7. Oral Communications from the Public

None

8. Oral Communications from the Committee

Javier Chavarria about the property adjacent to the lumber company and said he went to a Community Center in Morgan Hill that the property owner, Phil Webber, wants to put on the property in Pacifica.

Mary Ann Nihart talked about the Rand McNally Best of the Road contest and that the City was waiting to hear the results.

The next Mayor's Walk was announced to be on Monday July 25th at 12:00 in the Fairmont Shopping Center.

It was mentioned that Pacifica was competing in a Bark for Your Park contest to secure funding for a Dog Park and that everyone needed to vote for Pacifica.

9. Next Meeting Date

The next meeting date was set for August 9, 2011.

The meeting was adjourned at 7:20 pm.