

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of November 8, 2011

In attendance were members: Mary Brown, Sue Vaterlaus, Courtney Conlon, Sue Digre, Jim Heldberg, Victor Spano, Vasudev Narayanan and Mary Ann Nihart

Absent: Sam Casillas, Mike Ervin and Javier Chavarria

## 1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:16 pm.

## 2. Approval of October 11, 2011 Minutes

The October 11, 2011 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mary Brown. The motion carried.

## 3. Discussion on Objectives for Committee

Mary Brown requested contact info for each committee member. The City Manager handed out a roster for each member to update. Mary asked how we determine the Committee's success in dollars. Discussion ensued on this topic, and it was decided that the City Manager would compile a list of accomplishments that the committee has successfully implemented since inception. Mary said she would like to meet with her subcommittee and get things going.

## 4. Ad in Craig's List Update – Victor Spano

Victor listed Pacifica commercial sites for rent on Craig's list under Real Estate – Office/Commercial. It will be interesting to see what the response will be. Discussion commenced about other areas to advertise which could include Patch.com and Channel 26. A question arose as to whether the City could determine how many people tag Pacifica's website looking for commercial real estate to rent. Victor was going to check with the City's IT department.

## 5. Update on Using Art to Fill Vacant Spaces

Victor and Vasu went to the Art Guild meeting on November 7, 2011. They are very excited and eager to participate in the exhibition of their art in Eureka Square. Lighting was an issue that came up at a meeting. Victor and Vasu told the Art Guild members to make a list of issues so that they could all be resolved at one time. They would like to see it become a social forum where people can come and admire art and have a glass of wine and socialize at the same time. Vasu may be able to encourage the restaurants in Eureka Square to participate by donating food. PG&E may be able to help with efficiency issues.

6. Work Space for Small Businesses Update – Victor Spano

Victor visited a Next Space office in San Jose and was very impressed. He showed some photos he had taken of the interior during his visit. It would be an asset to Pacifica and all our small and home-based businesses. At present, Next Space is looking at venture capital, and Victor hopes they may come to Pacifica. He will monitor their progress.

7. Expand the Fog Fest – Jim Heldberg

Jim Heldberg provided the committee with ideas he developed to expand the Fog Fest. Members agreed that they were all great thoughts. Mary Ann mentioned that the Fog Fest Committee is tired, and it has become harder to find people with the energy to help with the Fog Fest. Sponsorships have dried up, and the main concern should center on how we can keep the festival alive.

8. Branding Continuing Discussion – Sam Casillas

Tabled to next meeting since Sam was unable to attend this meeting.

9. Hotel Improvement Incentive Program

The City Manager provided two spreadsheets illustrating this concept. When hotels want to build, expand or renovate, they share the TOT with the City. Hotel owners have to do the investment up front. We don't give them any money; we rebate some of the money at the end of the year. If the economy slows down, the disadvantages become greater. The committee praised the program and requested the City Manager to follow up with more information. In order to implement such a program, the City will need an Ordinance and Resolution approved by City Council.

10. Oral Communications from the Public

None.

11. Oral Communications from the Committee

Sue Vaterlaus mentioned that a new Mortgage Banking Office has opened in Rockaway Beach.

Mary Ann Nihart stated that her Mayor's Walk in Eureka Square was abysmal because of all the vacancies, and that we have to do something to bring business into the area.

12. Next Meeting Date

The next meeting date was set for December 13, 2011.  
The meeting adjourned at 7:47 pm.