

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of December 13, 2011
Corrected and Approved January 17, 2012

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

Absent: Courtney Conlon

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:02 pm.

2. Approval of November 8, 2011 Minutes

The November 8, 2011 minutes were approved on a motion made by Sue Vaterlaus and seconded by Vasu Narayanan. The motion carried.

Item 4 on the Agenda pertaining to the Hotel Improvement Incentive program was postponed to the January meeting.

3. Discussion on Subcommittee Reports / Discussion

The City Manager noticed that Subcommittee #2 had 5 members which was a Brown Act violation. Courtney Conlon was removed from Subcommittee #2 but remains on Subcommittee #3.

Subcommittee #1 Report:

Javier had spoken to Planning Director George White and is happy to report that he is hearing that people are pleased with the changes in the Planning Department. Mike Ervin reported that he had heard similar comments.

Subcommittee #2 Report:

Victor mentioned that some of the artists and members of the Art Guild toured 2 spaces at Eureka Square and they liked the larger location. They would like to start the Art on Display in February.

Vasu said that insurance is still an issue, and they are working on it. Food and wine will be supplied by Eureka Square merchants.

Victor discussed the International Council of Shopping Centers, a trade group that helps its members increase business through networking, trade shows and conventions. Pacifica could join and possibly set up booths at the trade shows. Sam was willing to handle the booths since it is something he will be doing in the next couple of months. It's worth pursuing to see what we can get out of this.

Mary contacted the shopping centers in town to find out who has Merchant Associations. She was trying to track down e-mails from business licenses but very few businesses put their e-mails on the application. She would like to see more Meet and Greets for same-type businesses. Vasu would like to see the Chamber organize such Meet and Greets to entice locals and out-of-towners into restaurants and other establishments.

Subcommittee #3 Report:

Sam has taken a listing of 2,500 businesses and painstakingly whittled them down to 135. He is trying to plot these on a legend for the City Map. It was suggested that he work with Jim Heldberg to further reduce the list.

A discussion on Branding began with samples of art being shown to the committee. All appeared to like the basic logo. Sue Vaterlaus made the motion to accept the basic logo without the tag line and recommend it to Council. Victor Spano Seconded. Motion passed.

4. Oral Communications from the Public

None.

5. Oral Communications from the Committee

Mary Ann Nihart mentioned that George White will be talking to the Manor Businesses to discuss uniform changes to the facades in the Manor Shopping District.

6. Next Meeting Date

The next meeting date was set for January 17, 2012.

The meeting adjourned at 7:23 pm.