

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of January 12, 2010

In attendance were members Samuel Casillas, Courtney Conlon, Sue Digre, Mike Ervin, Jim Heldberg, Dan Murphy, Mary Ann Nihart, and Sue Vaterlaus.

Absent: Javier Chavarria

1. Call to Order

Chair Murphy called the meeting to order at 6:07 pm.

2. Approval of December 8, 2009 Minutes

The December 8, 2009 minutes were approved on a motion made by Samuel Casillas and seconded by Courtney Conlon.

3. Review of revised Objectives Work Plans

The Committee reviewed the revised Work Plans and made suggestions for final versions. The Chair and City Manager agreed to take those suggestions and complete the Work Plans for presentation to the City Council at the January 25th meeting.

4. Steps to begin Work Plan Implementation

The Committee discussed the next steps in the process and how additional members would be added to the subcommittees. It was agreed that at the January 25th Council meeting the Mayor would call for people interested in serving to volunteer to do so. In addition, Committee members were encouraged to invite individuals to become involved in the work.

5. Oral Communications from the Public

There were no oral communications from the public.

5. Next Meeting Date

The next regular meeting date was set to be February 9, 2010 in keeping with the Committee decision to meet on the second Tuesday of each month.

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of February 9, 2010

In attendance were members Samuel Casillas, Javier Chavarria, Courtney Conlon, Sue Digre, Mike Ervin, Jim Heldberg, Dan Murphy, Mary Ann Nihart, and Sue Vaterlaus.

Absent: None

1. Call to Order

Chair Murphy called the meeting to order at 6:09 pm.

2. Approval of January 12, 2010 Minutes

The January 12, 2010 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mike Ervin.

3. Collaboration with the Chamber of Commerce

Don Eggleston discussed the idea of Eco-Tourism that he was working on and felt that it would be a good collaboration with the City and perhaps could be run thru the Parks, Beaches & Recreation Department of the City. He also suggested getting our retail occupancy up and mentioned the work to get the Bay Area to come here for activities. There was discussion by the Committee on the impact of out of town owners on rental rates for commercial property.

There was discussion about how to get small business meetings to Pacifica and the San Mateo County Convention and Visitors Bureau could help in that regard. The merits of belonging to the organization were discussed with the conclusion that it would be beneficial for Pacifica to be a member.

4. Next Steps for Work Plan Task Implementation

Chair Murphy summarized the completed Objectives that were approved by the Council. Each subcommittee explained their progress as follows:

Objective #1 – Mike Ervin explained the work to be done on developing a questionnaire and making contact with individuals who had been through the process.

Objective #2 – Dan Murphy explained ideas to work together with businesses to improve business areas.

Objective #3 – Sam Casillas talked about their tasks under the Objective to develop a “grand plan” that could serve as a guide for efforts to market the community and bring more events. Stephanie Vines talked about the map work and the connection that could be made with the area’s history. She was working with members of the Historical Society to develop this connection.

5. Recruitment and Appointment of Subcommittee Members

There was discussion on how to recruit members for the subcommittees and the final consensus was to have each subcommittee recruit and select their own members in an informal manner. The City would mention the need for volunteers and direct those who expressed interest to the appropriate subcommittee.

It was emphasized that each subcommittee should report who is working on the subcommittee to the City Manager so that involvement of additional individuals was tracked. This would hopefully prevent problems with people who claimed to be working with the subcommittee but had not been acknowledged by the subcommittee.

6. Oral Communications from the Public

There were no oral communications from the public.

7. Next Meeting Date

The next regular meeting date was set to be March 9, 2010.