

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of March 9, 2010
Corrected

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

Absent: Courtney Conlon

1. Call to Order

Chair Murphy called the meeting to order at 6:08 pm.

2. Approval of February 9, 2010 Minutes

The February 9, 2010 minutes were approved on a motion made by Sue Vaterlaus and seconded by Samuel Casillas.

3. Status of Subcommittee Work

SC #1 – Javier Chavarria gave a report of the work on the questionnaire about the City permit process and said it was at 90% draft level. A meeting was held with the Planning Director and City staff input has been provided on the questions. There was discussion on how to conduct the survey and it was explained that the survey would be conducted one on one. This will require the help of additional subcommittee members and Bill Meyerhof and David Blackman will be contacted to assist since they had expressed an interest in helping.

SC#2 – Dan Murphy related that the subcommittee met with the City Manager to discuss the Palmetto Streetscape project and had commenced contacting property and business owners about the project.

Dan told about talking with the Linda Mar and Fairmont owner representative. They are fairly sophisticated and seem to have a handle on their situation. The help that they identified as needed from the City was flexibility on parking requirements.

Discussion followed regarding Eureka Square and their desire to turn the center into a residential area with some commercial. The City Manager and Chair had recently met with a representative of the center and he had explained the goal of the owners to seek a zone change. Members of the Committee expressed concern about what was happening at the center and felt that the owners were not working well with their tenants and that a number of businesses had relocated from the center and there were now many vacant spaces. Dan agreed to continue working on the issue.

There were questions about Pedro Point Shopping Center and the status of the Fresh and Easy store. They are leasing the space but have delayed indefinitely

opening a store in the space. Contact will be made with the landlord to ascertain the status of the situation.

Dan stated that he was still working on contacting the representatives of the Manor Shopping Center.

SC #3 – Sam Casillas told what had been done on making a connection with the San Mateo County Convention and Visitors Bureau and members of the Committee expressed a continued interest in becoming a member as soon as it was possible to gain the support of the local hotels.

Sam talked about ideas for the branding plan and how Pacifica has been selling itself as a lower cost alternative to San Francisco hotels. Pacifica could also be selling itself as a differentiated alternative to other Bay Area destinations through recreational and outdoor activities. It was agreed that a map of the City will help with any branding effort.

Work has started on the events coordination plan with outreach to the Fog Fest and the effort to identify other events. The Chamber of Commerce has agreed to also put a liaison on the Fog Fest committee.

An update was provided on the Trails Map and what it will entail. A draft map will be presented at a future meeting for discussion with the Committee.

Javier talked about a sports complex in Pacifica and how it will bring visitors to the City and business for hotels, restaurants and other local businesses. Horace Hinshaw, a member of the audience, said that the opportunity existed right now to have part of Oddstad School preserved for a sports complex since the School District was looking at the future of the site. Horace also mentioned that the bicycle event, Tour of California, was a possibility for benefit to businesses in the City.

4. Report on members of Subcommittees

Committee members were reminded of the need to send an email to the City Manager with the names of non-committee members working on subcommittees.

5. Bio Tech Recruitment/Small enterprise workspaces

Mayor Sue Digre talked about attending a meeting on Bio Tech and having a discussion with attendees about the need for flexible space for Bio Tech start-ups. She felt this was an opportunity for the City to seek new businesses that might grow and expand in the City. Members of the Committee agreed that this was a good opportunity to explore.

6. Update on Quarry

Mayor Pro Tem Mary Ann Nihart gave background on the new owners of the quarry and explained that the lending company, Ambit, had assumed ownership of the site. The Peebles Corporation was no longer involved in development of the property. Representatives of Ambit had met with the City Manager and Planning Director and others in the community, including Mary Ann, to conduct fact finding about the property. The company generally does not do development directly and is investigating whether to hang on to the site or sell it.

7. Joint meeting with City Council and Planning Commission on use of the Old Sewage Treatment Plant site

The Committee was advised of a joint work session on March 31, 2010 with the City Council and Planning Commission regarding the future of the old Wastewater Treatment Plant Site on Beach Boulevard. Discussion followed on how to examine possible future uses for the site.

8. Oral Communications from the Public

There were no oral communications from the public.

9. Next Meeting Date

The next regular meeting date was set to be April 13, 2010.