

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of April 13, 2010
Corrected

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

Absent: Dan Murphy

1. Call to Order

Vice-Chair Chavarria called the meeting to order at 6:08 pm.

2. Approval of March 9, 2010 Minutes

The March 9, 2010 minutes were approved as corrected on a motion made by Sue Vaterlaus and seconded by Mike Ervin.

3. Status of Subcommittee Work

SC #1 – The subcommittee had not been active and discussion followed on getting people involved in doing the survey and getting developers to respond. A suggestion was made to put it on-line and allow anonymous responses. It was also suggested that a copy of the survey be sent to those who had recently been through the process. It was determined that the latter was the best approach and the City Manager was asked to obtain a list of those who had been through the process in the last two years from the Planning Department. The subcommittee will send the survey along with a letter explaining the project. Focus will be on commercial development and not as much on residential.

SC#2 – Sue Vaterlaus reported on Fresh and Easy and said according to the information Dan Murphy obtained they plan to open sometime next year. There was discussion on whether anything could be done to change this and the conclusion was that the date was influenced by when and if a northern California warehouse was opened by the chain.

There was discussion on the situation at Eureka Square but no agreement on what action if any would be appropriate. Chamber will help remaining businesses work with the property owner to seek resolution of the issues.

The issue of getting start-up biotech firms in the City was discussed and Sue Vaterlaus said that Dan Murphy had done some checking and did not think we had the infrastructure that such firms needed to be encouraged to locate here.

The strategies for funding public improvements on Palmetto were reviewed and Sue Vaterlaus said that she had talked to a few business owners who were not interested in working with the subcommittee to explore the possibilities.

SC #3 – Sam Casillas told about map project and a connection made with the *Tribune* for a joint project although it was too late to do anything for this year since they were already ready to print the map. Ben Pease gave his map to the *Tribune* and they were going to use it as a part of the street map that they publish. Sam also connected with people working on bike trails and felt that this will help in putting out the map. The Chamber of Commerce has said it will help in recruiting businesses to advertise on the map. The City Manager will contact Stephen Johnson to get his assistance with the graphics and printing. This map will be useful when we join the San Mateo County Convention and Visitors Bureau.

Jim Heldberg talked about how San Jose branded itself as the heart of Silicon Valley and now it is a common reference.

4. Update on use of Old Sewage Treatment Plant site on Beach Boulevard

The City Manager said that he was now working on a scope of work for a highest and best use study after it was authorized by the joint Study Session of the City Council, Planning Commission and the Economic Development Committee. He expected that it will go to Council for approval to proceed in June.

5. Update on Quarry Property

The City Manager updated the committee on the property and said that the title had finally been transferred to Ambit and they are now assessing how to proceed with either selling the property or bringing in a partner to help seek approval to develop it.

6. Discussion on Calera Parkway Project on Highway 1

Mayor Digre told about the extension of the comment period indefinitely. The committee discussed how the plan can benefit the community and how to better involve the community in the project.

7. Oral Communications from the Public

Bob Tolber spoke to the committee and cited the Sierra Club policy regarding endangered and threatened species and the Quarry property. He also talked about the Highway 1 tunnels violating the Coastal Zone Act.

Mary Kietleman addressed the committee about the community opposition to the Calera Parkway project.

8. Next Meeting Date

The next regular meeting date was set to be May 11, 2010.

The meeting was adjourned at 8:02pm.