

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of May 11, 2010

In attendance were members Samuel Casillas, Courtney Conlon, Jim Heldberg, Dan Murphy and Mary Ann Nihart.

Absent: Javier Chavarria, Sue Digre, Mike Ervin and Sue Vaterlaus

1. Call to Order

Chair Murphy called the meeting to order at 6:11pm.

2. Approval of April 13, 2010 Minutes

The April 13, 2010 minutes were approved as corrected on a motion made by Samuel Casillas and seconded by Jim Heldberg.

3. Status of Subcommittee Work

SC#2 – Dan Murphy talked about connecting with someone from Manor Music to discuss issues in the Manor area. He was still continuing a discussion on what the Committee can do for the shopping center. Mary Ann Nihart said the Committee's role could be to assist them in getting through the process. Bill Meyerhof is willing to help with the process. Right now the area is talking about putting trees in the parking lot but there is some opposition from some of the merchants. The EDC should get pictures of places that show how trees can work in such locations.

There was discussion on the possibility of moving the Farmer's Market to another location in the City. Many members said that it had been successful at the current location and the move might be detrimental to the market. The City Manager was asked to invite the Manager, Erin Tormey, to the next meeting and ask her to give a presentation on the market.

Sam Casillas suggested that the Chamber of Commerce get information on businesses that have left Eureka Square and ask what can be done to help current businesses.

SC #3 – Sam Casillas showed the trail map from the *Pacifica Tribune* and related how it could be developed into the map the subcommittee is working on. Courtney Conlon said the map would also work in the Visitor's Center and for use by the San Mateo County Convention and Visitor's Bureau. The next steps are to work with the *Tribune* on how we can share the maps and produce both of them.

There was discussion about looking at events that can be taken advantage of for the community and linking them to hotels and other businesses.

Sam said branding will be worked on as the map evolves. There is potential to use grad students from USF to help work on this as part of a design or marketing class. Jim Heldberg said Jerry Crow from the Historical Society was interested in providing information for the map project.

SC #1 – The Committee discussed the effort to get information for the survey and a couple of contacts were provided who could talk about problems with the Planning process.

4. Update on Quarry Property

Dan Murphy discussed his letter to the Editor that advocated a City role in the entitlement process for the quarry. Members of the Committee talked about ways to assist in the process. Dan agreed to develop a resolution for the Committee to consider at the June meeting.

5. Discussion on Calera Parkway Project on Highway 1

The City Manager told about how the process would move forward with an information meeting on the proposals. The Committee will discuss at the next meeting.

6. Oral Communications from the Public

None

7. Next Meeting Date

The next regular meeting date was set to be June 8, 2010.

The meeting was adjourned at 8:07pm.