

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of August 10, 2010
Approved 9/8/10

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 6:10 pm.

2. Approval of July 13, 2010 Minutes

The July 13, 2010 minutes were approved as corrected on a motion made by Sue Vaterlaus and seconded by Jim Heldberg. Members Chavarria, Digre and Nihart abstained since they were not present at the July meeting.

3. Wells Fargo Small Business Neighborhood Renovation Project

Denise Miles, Wells Fargo Community Development Officer told about her role in Economic Development for the bank. She presented the 2010 Small Business Neighborhood Renovation Project and proposed that the City participate in the program. As presented, one site would be chosen in Pacifica for a \$3,000 to create a store renovation design with assistance from area college business students. In the discussion that followed it was made clear that the City should not be the sponsor and instead it was suggested that the Chamber of Commerce fulfill that role.

Committee member Sue Vaterlaus was appointed to represent the Economic Development Committee and work with the Chamber on the project.

4. Subcommittee Reports/Discussion

SC #1 – Javier Chavarria said that he and Mike Ervin have been talking about how to contact people for the survey. A draft letter was given to the Committee and members commented on the letter. Discussion followed on who to contact and what method to use. Those to be contacted included new development projects in the City and new businesses.

It was consensus of the Committee to send a letter to the development group regarding the survey and prepare a list of businesses to contact after a revised list was received from the City. The results of the work were to be presented at the September meeting.

SC#2 – Dan Murphy talked about the possibility for designating a Highway 1 Business route and said that it would be on the agenda for the next meeting. Mary Ann Nihart reported on the first meeting of the Palmetto Business owners. The goal was to begin organizing a business group for Palmetto that could work

with the City as plans progress for the expected 2012 utility undergrounding project. It is hoped that some elements of the Palmetto Streetscape Plan can be included in the undergrounding project. The group is planning on meeting again in September.

SC #3 – Sam Casillas told about working on the City Map project. He is now working with Stephen Johnson on the map layout and is making progress on getting a final design to present to the Committee at a future meeting. Jim Heldberg talked about the map that the PV Park handed out and suggested that a contact be made with the park to explore the possibility for collaboration.

A branding presentation is being put together and will be the subject of the October meeting.

Maxine Hines, a member of the audience in attendance, suggested that a tram should be built in San Pedro County Park and that more things for kids to do were needed in the City.

5. Update on Quarry Resolution

The City Manager gave an update on the Council action at the August 9th meeting where the Council voted to accept the resolution from the Committee. As a part of the action, the Council directed staff to pursue a partnership when the opportunity presented itself to the City. At the present time the property is on the market and will likely have proposals submitted sometime in September.

Mary Ann Nihart told about the community discussion regarding the resolution.

Nick Leone, a member of the audience in attendance, stated that he would like the EDC to look into the specific plan for the quarry and consider whether it needed updating. He also suggested that the Committee review the City's strategic plan.

6. Pacifica Democrats Meeting on August 21st

The program for the August 21st meeting of the Pacifica Democrats was focused on the Economic Development Objectives developed by the Committee. Discussion followed about whom to have represent the Committee and it was agreed to have Committee members other than Councilmembers represent the Committee. Chair Murphy was to call the President of the Democrats, Barbara Arietta and finalize the program.

7. Oral Communications from the Public

Maxine Hines talked about there not being much to do in Pacifica and said that the Committee should focus on that issue.

8. Oral Communications from the Committee

Javier Chavarria told about a tournament that had been put together in the City and how items were solicited from local businesses. He would like to see a more coordinated effort in the future. The Committee suggested that Javier bring the promoter to a future meeting for discussion with the Committee on how to improve what the City has to offer for tournaments.

Mary Ann Nihart reported that the Miss Pacifica contest would be held on August 29th and invited Committee members to attend.

Samuel Casillas announced that the Pedro Point Community Association Chili Cook-off was being held on August 15th from 12-4.

Jim Heldberg suggested that something should be organized for the Fog Fest.

9. Next Meeting Date

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

The meeting was adjourned at 8:14pm.