

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of September 8, 2010
Approved 10/12/10

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

Absent: Samuel Casillas, Javier Chavarria and Sue Digre

1. Call to Order

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

2. Approval of August 10, 2010 Minutes

The August 10, 2010 minutes were approved on a motion made by Sue Vaterlaus and seconded by Jim Heldberg.

3. Subcommittee Reports/Discussion

SC #1 –Mike Ervin reported that they are getting completed surveys. Courtney Conlon told about Sunnyvale and how it was known for having a good permit process.

SC#2 – Courtney Conlon reported that Florey's got the Wells Fargo Business Improvement grant.

SC #3 – Jim Heldberg reported that work on the map continues but it is not yet complete. He told about the Convention Bureau's visit with travel writers who took a tour of Pacifica on Segways. Courtney Conlon talked about the upcoming changes to the marine display at the Chamber and the potential for a diorama of the City to be developed at the Visitor's Center.

4. Highway 1 Business Route Designation

Chair Murphy explained his concept of having a Highway 1 Business Route designation from Caltrans in Pacifica. The proposal would be to designate Palmetto for southbound traffic and Oceana for northbound traffic. This should increase the visibility of those streets and perhaps help with the development of restaurants and other commercial uses. The process would be for the Committee to make a recommendation to the City Council and then if accepted by the Council, staff would contact Caltrans to initiate discussions on the idea.

Members of the Committee felt this was a good idea that should be pursued. A motion was made by Courtney Conlon to recommend to the City Council that Pacifica pursue the Business Route Designation for Highway 1 through the

Manor and Sharp Park areas. The motion was seconded by Sue Vaterlaus and passed by the Committee.

5. Pacifica Democrats Meeting Report

Dan Murphy gave a brief report on the Pacifica Democrats August 21st meeting on Economic Development and offered to send out his notes about the event. Discussion followed on the value of the meeting and the ability to share with the community what is being done for economic development in the City.

6. Palmetto Streetscape Presentation

The City Manager gave a PowerPoint presentation on the proposed streetscape for Palmetto Avenue from Clarendon to Paloma. The goal is to begin implementation as a part of the utility undergrounding project that is planned for 2012. An association of property and business owners has been started to make sure they are closely involved in the process. Discussion followed on how the Committee can help promote the district and make contact with the owners.

7. Oral Communications from the Public

None

8. Oral Communications from the Committee

Mary Ann Nihart reminded members of the Fog Fest and Fandango on the last weekend in September.

She also told the Committee that Fresh & Easy has obtained permits to begin construction on the interior improvements for the store in the Pedro Point Shopping Center.

Courtney Conlon reminded people about the Farmer's Market and that Jerry Hill would be a Nick's at 8am on September 17th.

9. Next Meeting Date

The next regular meeting date was set to be October 12, 2010.

The meeting was adjourned at 7:30pm.