

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of November 9, 2010
Approved 1/11/11

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

Absent: Courtney Conlon and Mike Ervin

1. Call to Order

Chair Murphy called the meeting to order at 6:10 pm.

2. Approval of October 12, 2010 Minutes

The October 12, 2010 minutes were not available for consideration and will be presented at the next meeting.

3. Branding Report/Discussion

Sam Casillas talked about branding discussion outcomes (see 10/12/10 minutes). Next step is to go through options of imagery and see if any capture the idea of what we are saying. The logo picked will set up the tag line. Javier suggested that we need to reach out to the tourism industry. It was suggested that San Mateo County Convention and Visitors Bureau be invited to the next meeting.

Jim Heldberg suggested that we needed more meetings on the subject. There was discussion on how to get others involved and it was the consensus of the Committee to hold stakeholder meetings with the Chamber, Hotels, Restaurants, Sports Groups and the Arts Community. Morning Nichols gave comments about the involvement the Arts Community.

Sam was going to follow up with the interested stakeholders and seek their involvement in the process. Other members volunteered to help him in that process.

4. Subcommittee Reports/Discussion

SC #1 – Javier said that responses have been limited because people are afraid to respond. Discussion followed on how to move work forward with the use of volunteers. There will be a report on responses received at the next meeting.

SC #2 – Sue V. talked about Palmetto Business group meeting that have been held to move the streetscape forward. She had also talked with Eureka Square and contacts and felt that maybe things might change. She said that

Rockaway is moving forward in filling space. There was discussion on how to involve Manor and Sue V. said she would pursue the idea.

SC #3 – Since the branding discussion was on the agenda separately there was nothing more to add about the subcommittee's work.

5. Highway 1 Business Route Designation Update

The City Manager explained that the Council had approved this initiative from the Committee and that staff would now make contact with Caltrans to move the idea forward.

6. Oral Communications from the Public

None

7. Oral Communications from the Committee

Mary Ann Nihart talked about Pay Day Lenders and the impact on the City's image. She also told the Committee about the Association of Bay Area Governments (ABAG) economic report that was present recently at a meeting of regional cities and counties.

8. Next Meeting Date

The next regular meeting date was set to be December 14, 2010. Note: the December meeting was subsequently cancelled.

The meeting was adjourned at 7:30 pm.