

CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Minutes of September 3, 2009

In attendance were members, Dan Murphy, Sue Digre, Jim Heldberg, Mike Ervin, Mary Ann Nihart, Sue Vaterlaus, and Samuel Casillas

Members absent were Javier Chavarria and Courtney Conlon

1. Call to Order

The meeting was called to order at 6:05 pm.

2. Election of Chair and Vice Chair

The committee decided to delay elections until the next meeting.

3. Committee Objectives

The committee discussed the three objectives identified by the City Council in the Resolution forming the committee and how they should be seen as a beginning point for the committee and could be expanded later. It was suggested that the committee needed to connect with existing business groups in order to achieve the objectives. Some members felt it was important to understand why businesses left Pacifica and what changes could be made as a result of that information.

Members also stressed the importance of seeking community input into the work of the committee. Economic development would only be successful if it identified a community need and brought in wanted businesses.

4. Outline of Approach for Work plan

There was committee discussion on how to improve the development process in Pacifica and how to improve the predictability of the outcome. Many ideas were discussed on how to promote Pacifica.

Past materials on Economic Development in Pacifica were distributed to the committee for review and discussion at a future meeting. The committee felt that an assessment of the current business situation in Pacifica was needed to help determine what steps would be effective. The City Manager stated that such an assessment had been done as a part of the General Plan Update but the memorandum was not yet available to the public. He stated that he would go to work on getting it released since it would be very helpful to the committee (note the report was subsequently provided to the committee).

The committee agreed to come to the next meeting ready to identify tasks that would help in achieving the committee objectives as identified by the City Council in the resolution establishing the committee.

5. Next Meeting Date

The next meeting was set for October 6th at 6:00 pm.