

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of January 11, 2011  
Approved 3/8/11

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

Absent: Samuel Casillas and Sue Vaterlaus

## 1. Call to Order

Chair Murphy called the meeting to order at 6:15 pm.

## 2. Approval of October 12, 2010 and November 9, 2010 Minutes

The October 12, 2010 minutes were approved on a motion made by Jim Heldberg and seconded by Javier Chavarria. The November 9, 2010 minutes were approved on a motion made by Courtney Conlon and seconded by Jim Heldberg.

## 3. Presentation by Anne LeClair, San Mateo County/Silicon Valley Convention & Visitors Bureau

Anne LeClair from the San Mateo County/Silicon Valley Convention and Visitors Bureau talked about the work that the Bureau is doing in Pacifica and how it will help bring visitors to the area. They have met with travel writers, sports events groups and even a racing event that wants a water view. The Bureau is also actively working on making a connection for San Mateo County for the America's Cup event and participating in trying to get a World Expo in 2020 in the San Francisco Bay Area.

Ms. LeClair also shared some ideas for promoting Pacifica. She said the visitors so far had commented on the enthusiasm of those in the business community that they had met and felt that this will be a positive as we move forward. We should take advantage of our best asset which is the views and the friendly people.

She said that Pacifica is a great location for filming and that we should use the Devil's Slide opening to market the community. Ms. LeClair also discussed the work that is going on to develop the Sanchez site as an interpretive center for the Portola Discovery Site. Perhaps we could use "Pacifica the Ultimate Discovery" as a tag line in our marketing.

A member of the audience, Morning Nichols, commented that she supported the interpretive center idea.

#### 4. Branding Report/Discussion

Sam Casillas was not present so the discussion was continued to the next meeting. The City Manager showed videos that had been produced for the City by an ad agency. These will be placed on the City website to promote Pacifica.

#### 5. Subcommittee Reports/Discussion

**SC #1** – Javier and Mike said that they had responses to the survey that will be consolidated for a report at the next meeting. Discussion followed about the information that had been obtained through the survey. Dan Murphy talked about covering what other organizations have done to improve the development process. Javier said that the survey had some components that touched on that issue.

**SC #2** – Dan Murphy said not much had been done.

**SC #3** – There was no report from the subcommittee.

#### 6. Oral Communications from the Public

None

#### 7. Oral Communications from the Committee

Mary Ann Nihart talked the first Mayor's walk that was held in Rockaway Beach. She said that one of the issues that came out was the need to consider the sign regulations and how they impact visibility for the businesses. She said that the walk was a good idea to hear what was happening at businesses and hear ways that the City can help them.

Jim Heldberg told about Segway tours in San Jose and an event calendar that he had seen that was produced by the Downtown Association. He said it listed many events and seemed to be very comprehensive.

Mary Ann Nihart mentioned that the street lights had been ordered for Palmetto Avenue.

#### 8. Next Meeting Date

The next regular meeting date was set to be February 8, 2011.

The meeting was adjourned at 7:29 pm.