# 1. CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of March 8, 2011 Approved 5/10/11

In attendance were members: Sam Casillas, Courtney Conlon, Sue Digre, Mike Ervin, Jim Heldberg, Mary Ann Nihart and Sue Vaterlaus.

Absent: Javier Chavarria and Dan Murphy

1. Call to Order

Acting Chair Mike Ervin called the meeting to order at 6:17 pm.

2. Approval of January 11, and February 8, 2011 Minutes

The January 11, and February 8, 2011 minutes were approved on a motion made by Sam Casillas and seconded by Jim Heldberg.

## 3. Subcommittee Reports/Discussion

**SC #3** – Courtney Conlon introduced the discussion on branding and summed up Sam Casillas' work to date and explained how the Chamber has been working on branding as well with the hotel owners in Rockaway Beach. She introduced Waven Dean Fernandez and asked him to make a presentation on the Chamber's work.

Waven started his presentation by distributing copies of current expressions of Pacifica represented by various logos. He said the Chamber group made a decision to use a mermaid in the logo based on longstanding use of the mermaid. The question for the Chamber group was what would capture the public's attention. Waven laid out all of the competing logos and then presented the mermaid representation that was chosen. The tag line chosen was "Pacifica a Pretty Cool Place". He showed the various ways that the logo could be applied for promotion of Pacifica. He explained that a website should be designed to go along with the introduction of the logo.

Discussion followed the presentation. Mary Ann Nihart asked how the proposed logo branded everything since she felt it may be too closely associated with the Chamber. Sue Digre stated that she did not like the mermaid and would like to consider other options. Jim Heldberg complemented the Chamber for all the work but stated that he did not like it because it was too complicated and felt that the tag line is offensive and juvenile. Mike Ervin said that he liked it and felt that it had a modern look. Sue Vaterlaus felt that cool place was a negative rather than something positive. Mary Ann Nihart said we needed to view it from the perspective of the Goals and Objectives and whether it fit those or not.

Sam Casillas said that the question was how we are going to brand Pacifica in a way that shows what the community has to offer. He said that the Chamber approach is a departure from the direction that the Committee is heading. He is

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concerned that the only option shown was the mermaid. He did not feel it represented Pacifica and could represent any place.

Mary Ann Nihart said the goal was to have a logo that people would be happy to incorporate into their material. Courtney Conlon was concerned about the ability to ever get a consensus on the logo within a reasonable timeframe. Sam felt that the logo presented does not integrate well into the groups and goals that were set out by the Committee. Jim Heldberg did not see a business draw in the logo or something that people will unite behind. Sue Digre said we needed a number of options to review before making a final choice.

Members of the public were invited to comment.

Mary Keitelman stated that we needed a version that can be developed cheaply. The stars reminded her of the Proctor and Gamble logo that had generated problems for that company. She said the mermaid looked like the bra campaigns from the 60's. She would like to see 2 or 3 options to select from when making the decision.

Peter Devise liked the design and felt that input should be limited. This is a good logo.

Marty Searles said he was on a committee in San Francisco and his experience was that reaching a consensus may not result in the best product. He said that the hotels cannot wait and that the Chamber should go ahead with the project on their own.

Chris Porter said that the mermaid has been used for various organizations for years and this should move forward. We are trying to reach people from out of town and the Chamber was going to go forward with the project.

Laura Eastman said that we could have any logo and should not let ourselves be limited. She said that a feminine portrayal was very welcoming.

Cheryl Yose said that the Chamber and the hotels will move forward with the logo that they had developed.

Len Stone said the logo was very professional. He liked seeing a map that shows how close we are to the airport and San Francisco.

Wendy Santiago commended the design work. She said there are a couple of different kinds of people who come here and the logo should address that.

Mary Ann Nihart said that the Pelican was only intended to be used with the Palmetto Business District. She thought that the branding effort goal was to find a common theme and she was not sure that had been accomplished with the work to date. Jim Heldberg felt we needed a coordinated citywide strength and he would like to see the Committee work on something more than what was

presented. Sam Casillas said that the Committee agreed to a process that had been circumvented. Courtney Conlon said the Chamber group believed that the mermaid was what would work in the marketplace.

Mary Ann Nihart suggested that we consider the logo presented by the Chamber in the mix of what was reviewed but that the Committee more forward on the process that had been agreed to in previous meetings.

- **SC #1** The City Manager said that the staff was still working on a response to the survey results and would present that to the Committee at a later date.
- **SC #2** Sue Vaterlaus said that Fresh and Easy will open on the 9<sup>th</sup> of March. Mary Ann Nihart talked about the Mayor's walk in the Manor business area and how things are changing in the area with the improvement of Safeway and the new Walgreen's.

# 4. Update on Highest and Best Use Study for old Treatment Plant site

The City Manager handed out the consultant's report and advised the Committee that the City Council Study Session on the report would be held on Thursday, March 17<sup>th</sup> at 6:00 pm in the Council Chambers.

# 5. <u>Update on Business Route Designation</u>

The City Manager handed out a revised Business Route map that the staff developed after meeting with Caltrans. The change in the map was to have the north and south route be on Palmetto rather than having south on Palmetto and north on Oceana as originally proposed. The Committee felt that this change was acceptable.

## 6. Oral Communications from the Public

Mary Keitelman addressed the Committee on development issues about which she had concerns.

### 7. Oral Communications from the Committee

Sam Casillas told the Committee of the GGNRA pet management meeting in Pacifica on March 9<sup>th</sup>.

### 8. Next Meeting Date

The next regular meeting date was set to be April 12, 2011 (the meeting was subsequently cancelled).

The meeting was adjourned at 8:15 pm.