# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of May 10, 2011 Corrected and Approved 7/19/11

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

Absent: Javier Chavarria and Sue Vaterlaus

#### 1. Call to Order

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

### 2. Approval of March 8, 2011 Minutes

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

## 3. Planning Department Customer Service Plan

City of Pacifica Planning Director George White talked about the customer service plan that was developed by the members of the Planning Department. He said that he was very impressed with the Planning staff and their ideas were incorporated into the plan. Mr. White discussed the outline of the Customer Service Plan (attached to the minutes). It is divided into three areas of effort, Staff Response and Development, Process Improvements and Technology Implementation.

The Staff Response and Development included efforts to make sure that there was always a point of contact available and a planner on duty (POD) was set up so that there was always at least one planner available to help and answer questions for those who come to the department. Code enforcement will emphasize giving an immediate response to complaints and then follow up for compliance. Staff will meet weekly to exchange ideas and work to "speak with one voice" and serve to seek solutions rather than being obstacles.

In process improvements the Director said that the department would use administrative authority to move a lot of minor items along for approval instead of taking all issues to the Planning Commission. The department was also working to standardize application materials and make them available electronically on the City's website. They are also developing a customer feedback form in order to obtain continuous feedback on how they are doing.

The Technology Implementation will be dependent on the availability of funding. The goal is to have more information available on the City's website that will allow individuals to research issues and get information on permit status without coming to the Planning Department. Courtney Conlon mentioned Sunnyvale as a City to look to for information about the use of electronic material about Planning. George mentioned that the maps for the General Plan Update are

being compiled in GIS and the City may be able to use this to move forward with GIS and create interactive maps.

Morning Nichols a member of the public commented that she felt the Customer Service Plan was well thought out. Len Stone liked using the administrative authority to move items along and felt that it would have an economic benefit to the City.

George White concluded by saying that the Customer Service Plan addressed the issues that the Objective #1 subcommittee survey had produced. Mary Ann Nihart said that she felt that Objective #1 had been addressed by this work. Dan Murphy asked about coordination between departments and the City Manager responded that he was working on this issue.

#### 4. Subcommittee Reports/Discussion

- **SC #1** There was nothing further for the subcommittee to report.
- **SC #2** Dan Murphy said there was nothing to report. Discussion followed on the Mayor's Walk in Manor and the efforts by the businesses that are ongoing to make improvements in the area. There was also discussion about the status of Eureka Square and the chance that conditions may be improving.
- **SC #3** Sam Casillas gave a background history on the work that has been done on the logo and why we need a brand. He went through different examples of brands. He said the questions to be asked are: Is the brand ownable? and Does it represent the whole community?

Discussion followed on how to use the brand and some felt the tag line "The undiscovered coast" was a good tag line. Morning Nichols felt the logo was better to be graphic and use green or brown. The mermaid could be somewhat feminine and not perfect for the rest of the City. Cindy Abbott said the mermaid is not what we are about and sun does not represent us very well.

Sam said that he would bring back other ideas that incorporate the ideas from the discussion. There was additional discussion regarding the various uses for the logo.

Sam Casillas presented a draft of the community map that is being developed. The committee members felt that the map was looking very good.

#### 5. Oral Communications from the Public

None

# 6. Oral Communications from the Committee

Mary Ann Nihart talked about the Rand McNally Best of the Road contest and that the City was participating in a number of categories. She urged committee members to go on line and vote for the City.

Courtney Conlon announced the Chamber's Eggs and Issues meeting on May  $20^{\text{th}}$ .

# 7. Next Meeting Date

The next meeting date was set for July 12, 2011 (the meeting was subsequently moved to July 19th).

The meeting was adjourned at 8:10 pm.