CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of August 9, 2011 Approved September 13, 2011

In attendance were members: Sam Casillas, Javier Chavarria, Sue Digre, Mike Ervin, Jim Heldberg, Mary Ann Nihart, Victor Spano, Vasudev Narayanan and Sue Vaterlaus

Absent: Mary Brown and Courtney Conlon

1. Call to Order

Chair Jim Heldberg called the meeting to order at 6:01 pm.

2. Approval of July 19, 2011 Minutes

The July 19, 2011 minutes were approved on a motion made by Victor Spano and seconded by Mike Ervin.

Chair Heldberg requested a change in the agenda with item 5 going before item 4. It was approved.

3. <u>Presentation on Beach Boulevard Project – Dave Leland of Leland Consulting Group</u>

Dave Leland provided the committee with a comprehensive presentation and briefing on the Beach Boulevard Redevelopment Project.

Discussion followed on the project. Sam Casillas would like to see an Ocean Discovery Center. Members of the public spoke: Bill Meyerhoff would like to see a small convention center, and Morning Nicholls suggested something like 24th Street in San Francisco which has food, shops and Whole Foods.

4. <u>Using Art to Fill Vacant Spaces (formerly item #5)</u>

Victor Spano discussed the City of Santa Rosa which used local artists to showcase their creations/artwork in abandoned buildings. Centers that allowed these displays noticed both an increase in foot traffic and in business.

Collectively, the committee seemed interested in this concept, and both Eureka Square and Pedro Point Shopping Center were suggested as areas for consideration.

Mary Ann Nihart talked about the National Endowment of Arts (NEA) that makes grants for town place making. Further investigation into their grants will be necessary.

Morning Nichols mentioned that someone would have to sit at the galleries to protect the artwork, and a suggestion was made to utilize just the windows.

Victor was going to follow-up on this and contact the Sanchez Art Center and other potential locations.

5. Discussion on Objectives for Committee

Chair Heldberg asked if we are doing what we should be doing in terms of objectives and if we should revisit the objectives.

Due to time constraints, this item will return at the next Committee meeting.

Sam Casillas displayed 2 versions of logos for Pacifica (one with a seascape and one which combined the seascape with a mermaid). Graphics and artistry for the logo were provided by Waven Dean. Both logos sought to encompass the strengths of Pacifica as well as establish a branding identity concentrating on our greatest asset – the ocean and hills. The mermaid was added to connect with the mermaid from the FogFest, Chamber and Hotel marketing logos providing a link and continuity for anything Pacifica. Everyone appreciated the tagline as well.

Sam has shown it to a couple of people and received positive and negative reviews, but the mermaid was definitely favored. He would like Jane Northrup and the Pacifica Tribune to publish the logo for public review.

Morning Nichols likes a simple version with just an overlay of a mermaid or a whale.

Dave Leland said a logo has to be memorable, and Pacifica's proximity to the ocean is a compelling for an ocean scene.

Waven Dean says the logo needs to be motivational. It has to be something Pacificans should be proud of because we own it. The digital image can be scaled for signs and statues.

Sam made a motion from him to come back to the committee one more time with work-ups based on #63B. Motion approved.

6. Oral Communications from the Public

None

7. Oral Communications from the Committee

Victor Spano has had discussions with 2 food operators, including Panda Express. Pacifica Riptide ran a survey of the best restaurant to bring to Pacifica, and it appears Burgermeister was a hit.

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Mary Ann Nihart is holding the Mayor's Walk on August 19 on Palmetto. She was pleased with the Rand McNally race. In fact, the winning team called Courtney Conlon and came to Pacifica to do the same things as the McNavigators.

Steve Rhodes mentioned that the Calera Creek Parkway EIR is available, and that there is a meeting on September 22 at the Pacifica Community Center.

Jim Heldberg showed photos given to him from about 100 years ago of Pacifica.

It was mentioned about the Chili Cook-off on August 21 at the Pedro Point Firehouse, and the Pacifica Land Trust Gala with Jackie Speier, Jerry Hill and Don Horsley attending on August 25.

8. Next Meeting Date

The next meeting date was set for September 13, 2011.

The meeting was adjourned at 8:13 pm.