



City Council Economic Development Subcommittee

MINUTES

Conference Room A
501 Primrose Road - Burlingame, California
Thursday, September 21, 2017 – 8:30 a.m.

ATTENDANCE

Members Present: Council Member (CC) Keighran and Council Member (CC) Colson

Members Absent: None

Staff Present: City Manager (CM) Lisa Goldman, Economic Development Specialist (EDS) Cleese Relihan, Finance Director (FD) Carol Augustine, Parks and Recreation Director (PRD) Margaret Glomstad, and Community Development Director (CDD) William Meeker

Also in Attendance: Doug Silverstein, Citizens Environmental Council (CEC)

DISCUSSION ITEMS

Commercial Storefront Award:

EDS Relihan provided an overview for a proposed commercial storefront award program. Items reviewed included proposed program guidelines, a summary of the criteria for qualified businesses and a checklist to be used in scoring businesses under consideration. The idea for the award came about as a means of encouraging commercial property owners to maintain their properties in good/attractive condition.

CM Goldman expressed concern regarding the number of awards that the City gives out. Is an additional award program really needed?

CC Colson suggested that the award could perhaps be a sticker or placard that is displayed within the window of the business. There could be a presentation of the award at a City Council meeting.

CC Keighran noted that the award could also be presented at a BID (Business Improvement District) meeting.

CM Goldman noted that staff will be taking an item forward to the City Council in October of this year regarding the cleanliness of the two downtown areas. She further suggested that perhaps this could be a quarterly award, one where the Economic Development Subcommittee selects the awardees.

CDD Meeker suggested that once the Subcommittee nominates businesses each quarter, staff would perform a background check to ensure that the business has a business license and has no outstanding code violations.

CC Keighran stated her preference for perhaps two-times per year award program, rather than quarterly.

CC Colson added that if a business consistently receives the award for a period of five-years, then there could be a formal acknowledgement at a City Council meeting.

CC Keighran suggested that awardees could be selected from each of the two downtown districts.

EDS Relihan and CDD Meeker stated that they will work together to refine the program based upon the discussion, and contact other cities to see if they have similar award programs that can provide guidance on the design of the award.

ECO 100 for Businesses and Residents (moved forward on the Agenda):

Doug Silverstein from the CEC provide an overview of a presentation he has prepared to encourage greater resident and business participation in the ECO 100 program provided by Peninsula Clean Energy in conjunction with PG & E. The CEC is seeking to achieve a 35% participation rate in the City of Burlingame within the next twelve months. He will be making presentations to organizations in the City. City/CEC sponsored contests and incentives are also being discussed.

CM Goldman suggested that he sit down with local businesses to assist them within signing up for the ECO 100 program. She also noted that the City's bi-monthly e-newsletter, social media and website could be used to further promote participation in conjunction with the CEC's efforts. She also suggested working with the Chamber of Commerce and the BIDS to promote the program. Additionally, messaging could be included in Recology bills. Outreach materials should also be provided to the Library and local schools. She noted that she would provide contact information to Silverstein regarding groups that were involved in the rounds of budget meetings that occurred prior to adoption of the FY 2017-1018 City Budget. She also suggested perhaps reaching out to Transportation, Safety and Parking Commission Member Jeff Londer as he is quite active in the community.

CC Colson recommended reaching out to Carrie Bitner, owner of "Que Sera, Sera" on Broadway to see if she would be willing to assist.

CC Keighran asked that people/businesses are allowed adequate time following engagement to determine whether or not there is a benefit for them to opt-up to ECO 100.

Green Business Award:

CM Goldman noted that the City is currently calling for nominations for the annual Green Business Award; nominations are due by December 30th. Confirmation was provided that the City should continue to coordinate with the Chamber of Commerce with respect to this program.

Miscellaneous Discussion:

It was determined that the proposed Business Recognition Award would be duplicative of the Commercial Storefront Award discussed earlier on the agenda; further work on this program should be halted.

CC Colson suggested that the City should look at a means of assisting small businesses with seed capital; perhaps City-sponsored loans.

CM Goldman noted that these businesses could be referred to Working Solutions for assistance.

EDS Relihan debriefed those present regarding his recent meeting with the Youth Advisory Council (YAC). A potential job fair was discussed. It was suggested by the Subcommittee that the fair could be combined with another similar event held annually at the Burlingame High School. EDS Relihan will perform additional research.

PUBLIC COMMENTS

There were no public comments.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Meeting adjourned at 10:00 a.m.

Respectfully submitted,

William Meeker
Community Development Director