



## City Council Economic Development Subcommittee

### MINUTES

Conference Room A  
City Hall, 501 Primrose Road – Burlingame, California  
Thursday, February 16, 2017 – 8:30 a.m.

---

#### **ATTENDANCE**

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

**Members Absent:** None

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

**Also in Attendance:** None

#### **DISCUSSION ITEMS**

##### *Rollins Road District/Marketing Map:*

EDS Relihan provided an overview of his research into the Rollins Road target markets and customer demographics. CC Keighran requested that staff develop a list of property owner contacts for the area. CC Colson recommended that staff reach out to the property owners to discuss potential land-use changes that could occur as part of the General Plan update.

EDS Relihan showed the group a copy of Menlo Park's marketing map for one of its commercial districts; this could be an example of what could be done in the Rollins Road area. CC Colson suggested that a map for Rollins Road could also include links to other design businesses in the City at other locations.

#### **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