



## City Council Economic Development Subcommittee

### MINUTES

Second Floor Conference Room  
Main Library, 480 Primrose Road – Burlingame, California  
Tuesday, May 22, 2018 – 9:00 a.m.

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#### ATTENDANCE

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

**Members Absent:** None

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

**Also in Attendance:** Marty Cerles (Crowne Plaza), Mike McKee (Doubletree), Chris Brown (Cushman-Wakefield), Anne LeClair (SMCCVB), Georgette Naylor (Chamber of Commerce), Clif Clark (Marriott), and Lisa Keuhner (Marriott)

#### DISCUSSION ITEMS

##### *Burlingame Hotels and Promoting Downtowns:*

The discussion explored easy methods that can be used by the hotels to promote the City's business districts and activities available in the area. Suggestions included:

- The City should develop a standard packet of promotional materials that can be provided to the hotels that can be provided to each guest when checking in.
- Create a URL link that guests can use to link to various activities in the community. This could be provided to guests when their reservations are confirmed.
- Create a QR code that could serve a similar purpose to the URL link.
- Provide tours and training to hotel staff so that they become familiar with what Burlingame has to offer. Perhaps reinstate the "concierge tours".
- The Chamber of Commerce should create an app for smartphones that can be used by visitors to the City as a means of learning about amenities and activities.

It was noted that there is a perception that there is a lack of entertainment venues in the City, particularly in the Bayfront Area. Perhaps consider land-use options in the area as part of the General Plan update.

##### *Research on how Other Cities Promote their Communities:*

Ideas included:

- Provide unique story ideas to travel writers.
- Promote "pop-ups" within the downtown areas. It was encouraged that a Top Golf pop-up be created as a lead-in to the future Top Golf facility at the Golf Center site.
- Encourage retail and restaurant businesses that include an entertainment element.

There was also a brief discussion and expression of interest in encouraging the placement of a hotel (boutique or condo) within the Downtown area.

**PUBLIC COMMENTS**

There were no public comments.

**FUTURE AGENDA ITEMS**

None

**ADJOURNMENT**

Meeting adjourned at 10:30 a.m.

Respectfully submitted,

William Meeker  
Community Development Director