



City Council Economic Development Subcommittee

MINUTES

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Friday, December 21, 2018 – 9:00 a.m.

ATTENDANCE

Members Present: Mayor Colson and Council Member Beach

Members Absent: None

Staff Present: Economic Development Specialist (EDS) Cleese Relihan, Community Development Director (CDD) Kevin Gardiner, City Manager Lisa Goldman (CM)

Members of the Public Present: None

READ AND APPROVE MINUTES FROM OCTOBER MEETING

Meeting Minutes approved.

DISCUSSION ITEMS

Updated Facade Improvement Program Draft:

EDS Relihan introduced the item. He noted that the grant application document has been updated to reflect input received from the subcommittee previously.

Subcommittee members suggested the following edits and modifications:

- Specifically designate Broadway in the pilot program.
- Change reference “vacant and currently filled” to “leased” to prioritize improvements that benefit tenants. The reference to befitting property values should be removed.
- There should be a stated opening and closing date for applications, rather than reviewing on a first-come, first-serve basis.
- State that funding availability be set aside for up to \$50,000 for the program. This would provide a safeguard if submittals were not worthy. Also clarify that individual grants are up to \$10,000, which would suggest that smaller grants would also be considered.
- Strike “city will provide assistance to the applicant if possible” as it could be misinterpreted as a commitment by City staff beyond what is reasonable.
- Clarify that permitting fees need to be reflected in budgets.
- Remove the reference of the score from 0 to 18 on the scoring sheet, since it is confusing.
- Allow for energy-efficiency upgrades such as installation of LED lights. This could be reflected in the goals and objectives.

Subcommittee members noted that the document mentions needing detailed cost estimates with the application, but then instructs the grantee to obtain bids. Suggestion was to allow the grant amount to be a round number, not a precise amount, but then be supported by documentation for reimbursement. The documentation would need to indicate where the costs comes from. If the work exceeds the grant amount, the additional cost would be the responsibility of the grantee; if the work is less than the grant amount, the reimbursement will be only for the documented expenses.

The subcommittee discussed how much detail should be in the application form. The consensus was to keep the application form concise and direct, but offer a more detailed “how to” list of steps for applicants not as familiar with permitting or building projects.

For the landlord consent form, subcommittee members asked if something that is the responsibility of the tenant would still need landlord consent. In some instances it can be difficult to get in touch with landlords who are out of town. In lieu of a landlord signature, a tenant could show a provision in his/her lease agreement referencing ability to do the work.

The subcommittee agreed that EDS Relihan will make the edits to the document as directed, have it reviewed by the City Attorney, and then have one more review by the subcommittee. At that point, EDS Relihan can provide outreach to the Broadway BID, with instruction to let the BID members know the evaluation will be a public process and BID members can weigh in accordingly. EDS Relihan can meet with the BID president and merchants, letting them know what is being proposed and that it will be reviewed by the City Council. If the program is approved by the City Council, EDS Relihan could then come to a BID meeting to roll it out.

CM Goldman clarified that the timing depends on staff workloads, particularly the City Attorney given current assignments.

Brainstorming 2019 Goals and Objectives

EDS Relihan introduced the item. Subcommittee members suggested the following goals and objectives for 2019:

- Local minimum wage policies.
- Zoning in the Bayfront area, including daycare opportunities.
- Entertainment opportunities for downtown and Topgolf.
- Strategies to attract co-working spaces to generate activity downtown and revisit idea of first floor use to encourage development for co-working spaces.
- “Shop Local” campaign.
- Retail Summit – proposed date April 17th, Wednesday, 6:30 pm.
- Housing above car dealerships concept.
- Façade Improvement Pilot Program finalization and implementation.

Subcommittee members suggested the list can be prioritized with the next Economic Development Subcommittee. Prioritization could consider “low-hanging fruit” and staffing availability. The priorities would then be reported out to the City Council.

Subcommittee members also indicated interest in transportation as it relates to economic development. However the consensus was that the topic is beyond the scope of the Economic Development Subcommittee, and that it should involve the Public Works Department.

Subcommittee members also noted that the subcommittee meetings where members of the public were invited have been very helpful.

PUBLIC COMMENTS

There were no public comments.

FUTURE AGENDA ITEMS

EDS Relihan noted that at the beginning of each year he typically invites the General Managers of the hotels to attend an Economic Development Subcommittee meeting and provide feedback on economic matters affecting the hotels.

Meetings in the future will be scheduled on the second Wednesday of the month from 8:00-9:30 am. The next meeting will be on January 9, 2019.

ADJOURNMENT

Meeting adjourned at 10:28 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director