



City Council Economic Development Subcommittee

MINUTES

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, January 9, 2019 – 8:00 a.m.

ATTENDANCE

Members Present: Vice Mayor Beach and Councilmember Keighran

Members Absent: None

Staff Present: Economic Development Specialist (EDS) Cleese Relihan, Community Development Director (CDD) Kevin Gardiner

Members of the Public Present: None

READ AND APPROVE MINUTES FROM DECEMBER MEETING

Meeting Minutes approved.

DISCUSSION ITEMS

Confirmation of Goals and Objectives for 2019:

EDS Relihan introduced the item.

Subcommittee members reviewed items that had been mentioned in previous meetings:

- Vacant commercial property window standards – Joe & The Juice was a good example while it was under construction; the former Earthbeam property is a good example of a vacant property. Guidelines have been created, but legislation may be needed if property owners are nonresponsive.
- Daycare opportunities, including determining the most appropriate locations. Probably more of a discussion for the City Council as a whole, rather than the subcommittee. State legislation may provide opportunities.
- Shop Local Campaign.
- Activating ground floor uses, with flexibility given the changing nature of retail and commercial uses – can be included in the Retail Summit. Concepts such as a proposal that included coworking space combined with a coffee shop.
- Downtown streetscapes, including the possibility of pedestrian zones – could be a topic for the Joint City Council/Planning Commission meeting.

Subcommittee members discussed large-format plans of the Burlingame Avenue corridor that had been used during the streetscape design. These could be useful for pre-planning for the upcoming Retail Summit. Public Works staff will be contacted to obtain copies.

For future meetings, the subcommittee typically meets with the following on an annual basis:

- Both Business Improvement Districts (BIDs), ideally before the Retail Summit to get a sense of what they are interested in, and review the budgets. Meet with each separately, but potentially have a dual event in the future that includes both.

- Hotels. As a research item, compare hotel Transient Occupancy Tax (TOT) with neighboring jurisdictions. Anticipate a proposal for discounts for flight crews (so that the hotels can be competitive), and see if other jurisdictions offer such discounts.
- Automobile dealerships.

Subcommittee members suggested the February subcommittee meeting focus on meeting with both BIDs, in advance of the Retail Summit. This would be an opportunity to ask the BID representatives what topics they might want to see covered in the Retail Summit. In meetings after the Retail Summit, there could be individual meetings with each BID (including other retailers and landlords) to get their feedback on the summit.

The March meeting could focus on meeting with the hotel General Managers (who typically meet with the subcommittee once each year), as well as finalization of the façade improvement grant program.

There was not consensus from the subcommittee members whether to discuss minimum wage policy. Members noted it is an issue that impacts the local economy, but there is a concern about unintended consequences. Given the lack of consensus and the number of other items for the subcommittee to consider, this item will not be prioritized for further discussion.

Subcommittee members asked if staff had objectives it would like addressed by the subcommittee. CDD Gardiner noted that the City will be engaged in a comprehensive update of its zoning ordinance over the coming year, including updates to land use tables. Where land use has implications on economic development, it could be useful for the subcommittee to serve as a touchstone for aligning land use with economic development objectives.

Subcommittee members expressed interest in engaging with retailers at Burlingame Plaza, as well as those along California Drive. EDS Relihan suggested this could be scheduled for the May or June meeting.

In summary, subcommittee members agreed to prioritize:

- Shop Local Campaign efforts
- Retail Summit for Wednesday, April 17th, 6:30 pm (Mayor Colson and Councilmember Keighran are coordinating on this. Other items such as strategies for attracting coworking spaces may be included at the summit.)
- Finalizing Façade Improvement Pilot Program
- Entertainment opportunities for downtown (will likely come up during our meetings with the downtown DBIDs)
- Discussion on possible land use for day care centers to support workers.
- Meetings with various organizations and groups (e.g., Hotel GMs, Auto Dealers, Burlingame Avenue DBID, Broadway BID, and Burlingame Plaza merchants & property owners). We will invite property owners, merchants, merchant association representatives from all commercial districts to the February meeting for discussion in advance of the Retail Summit in April.

PUBLIC COMMENTS

There were no public comments.

FUTURE AGENDA ITEMS

There was interest in discussing strategies for nuisance properties at a meeting in the future.

ADJOURNMENT

Meeting adjourned at 8:58 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director