



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, February 12, 2020 – 8:15 a.m.

ATTENDANCE

Members Present: Councilmember Ricardo Ortiz

Members Absent: Vice Mayor Ann O'Brien Keighran

Staff Present: City Manager Lisa Goldman (CM), Recreation Supervisor Nicole Acquisti, Economic Development Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: John Kevranian (President of Broadway BID), Jenny Keleher (President of DBID)

READ AND APPROVE MINUTES FROM DECEMBER MEETING

Continued to next meeting to allow both Subcommittee members to participate.

DISCUSSION ITEMS

Annual Meeting with the DBID: Several matters were discussed, primarily related to special events (including the Holiday Parade and Tree Lighting), as well as marketing efforts.

- Holiday Parade: The event went well, but the rainy weather caused the kid rides to be canceled and caused several electrical problems with tree lights. Jenny Keleher mentioned that the DBID will look into alternative forms of lighting to alleviate concerns. John Kevranian mentioned that the Broadway BID signed an agreement with Public Works so the BID would be in charge of above-ground lights, but the City would be responsible for underground wiring. He suggested that Jenny Keleher check with Mike Heathcote of the City regarding negotiating an agreement to have the City Electrician check underground for potential maintenance concerns. EDS Sanfilippo will look into the agreements for both BIDs and forward the information. All members present agreed on the necessity of holiday lighting.
- Special Events: Councilmember Ortiz questioned if closing Burlingame Avenue for the Holiday Parade received any negative feedback. Councilmember Ortiz and CM Goldman noted that there is interest in closing Burlingame Avenue for more frequent and smaller-scale events. Jenny Keleher mentioned that there are many complaints, but they acknowledge closures are only for rare occasions. If there were to be more frequent events, she expects that business owners may be more vocal about voicing their displeasure, citing the closures during Fall Fest as an example of discontent.
 - Councilmember Ortiz proposed closing Burlingame Avenue from El Camino Real to Primrose Road for outdoor café seating or closing Burlingame Avenue from Lorton Avenue to Park Road for restaurants, but notes that these are only suggestions. Jenny Keleher advocated for rotating the closures; Councilmember Ortiz concurred. John

- Kevranian mentioned similar issues for closures during the Broadway Pet Parade but asserted that building community is important.
- Jenny Keleher mentioned flags for Presidents' Day are going up on Monday.
 - Jenny Keleher mentioned that the DBID has a new Board member (a representative from Jewels of Monaco) who will help secure sponsorships for Fall Fest, etc.
- **Parking:** DBID businesses are concerned with limited parking availability and dwindling foot traffic during the redevelopment of Lots F and N. Jenny Keleher assured the City that the DBID will promote the available spaces in the Caltrain lot, the valet service, as well as the employee parking permits available through Public Works. She also mentioned the DBID may set up a webcam to show a time-lapse of the parking garage construction, but this is in a conceptual stage. John Kevranian inquired if large signage would be possible to advertise available spaces in the Caltrain lot, but CM Goldman and Councilmember Ortiz noted that the spaces are clearly marked already. John Kevranian suggested that the DBID could promote parking meters that are payable through apps (Google or Apple Pay, etc.)
 - **Marketing:** The DBID's Marketing Specialist relocated, but the Board will solicit for a replacement for the position. They hope to engage a wider audience once secured.
 - **Miscellaneous Discussion:**
 - Jenny Keleher mentioned the results of the DBID's minimum wage survey have been provided to Mayor Beach.
 - CM Goldman inquired about event participation from companies that are not members of the Board (namely national brands). Jenny Keleher noted that they have not participated historically, but there is hope that the new DBID Board Member will be coordinating with major brands to tap into sponsorship funding and boost participation rates.
 - Jenny Keleher inquired about a designated loading zone for rideshare services that had been mentioned in previous months. Councilmember Ortiz noted that the process at SFO has been streamlined to alleviate traffic concerns and CM Goldman mentioned an overflow lot for rideshare services off San Bruno Avenue north of the airport.
 - Jenny Keleher inquired about the impacts of Covid-19 on Chinese travel and how it may impact Burlingame businesses. Councilmember Ortiz noted that flight volumes are down, but both he and CM Goldman suspect that the impacts will be minimal.

Facade Application Review: Applications already received were given preliminary review for those present, but approval was continued to allow both Subcommittee members to participate.

Miscellaneous Discussion

Action Items

- EDS Sanfilippo will contact Mike Heathcote to verify the specifics of the Broadway BID maintenance agreement with Public Works for potential duplication with the DBID.

FUTURE AGENDA TOPICS

- March 11, 2020 – Façade Improvement Pilot Program Discussion and Review
- April 8, 2020- Annual Meeting with Automobile Dealers

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:36 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist