



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, March 11, 2020 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Ann O'Brien Keighran

Members Absent: Councilmember Ricardo Ortiz

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

Members of the Public Present: None

READ AND APPROVE MINUTES FROM JANUARY AND FEBRUARY MEETINGS

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

DISCUSSION ITEMS

Facade Improvement Program Application Review

- Façade Application Review: The below businesses applied for the Broadway Façade Improvement Pilot Program and have been approved.
 - Pilates ProWorks
 - Big Joe's Cafe
 - Sutterfield Consignments
 - Spa Élysée
 - Fuumi Japanese Cuisinell Piccolo Caffé
- CM Goldman mentioned that it would be beneficial to include the program in a future eNewsletter, hopefully after approved work has been completed. EDS Sanfilippo will draft this language as well as letters of approval for the above applicants.

Vacant Property Maintenance Discussion

- EDS Sanfilippo introduced the topic. He had previously proposed to use a bank of images (previously taken for the website by photography Mark Hundley) as decals for vacant properties to enhance their attractiveness and hopefully alleviate problems with deteriorating paper in windows and similar issues. He informed members in attendance that the City had received permission from Mr. Hundley to use the photos as long as Mr. Hundley received a credit on the decal.

- After reviewing sample images for the project, CM Goldman advised to disallow usage of images with easily identifiable people. She confirmed that EDS Sanfilippo could proceed with a draft letter to property owners informing them of the opportunity.

Future Agenda Topics

- Vice Mayor O'Brien Keighran proposed that the next two scheduled Subcommittee meetings (the annual meeting with automobile dealers and the annual meeting with hotel owners) be swapped to meet with the hotel owners first, particularly due to the impacts on transient-occupancy tax that may occur due to COVID-19 concerns. CM Goldman noted that the Finance Department will have February's TOT information by the end of March, which will be convenient for the April 8 meeting. EDS Sanfilippo will contact John Hutar, CEO of the San Mateo County/Silicon Valley Convention and Visitors Bureau, to help increase attendance from hotel General Managers.

Miscellaneous Discussion

- Billboards: CDD Gardiner mentioned an inquiry for an electronic billboard that he and EDS Sanfilippo received. Though the company didn't have a specific site in mind, CDD Gardiner noted that they may be interested in using land on the Public Storage parcel. The proponent mentioned that they have a standing agreement with Public Storage for such installations. CM Goldman noted that Caltrans restrictions may prohibit this, as the tentative site would be close to a billboard in Millbrae's jurisdiction. CDD Gardiner said that he will follow-up and tell them to find a specific site and clear the distance requirements with Caltrans before bringing a proposal to Council.

Action Items

- EDS Sanfilippo will draft letters for both Façade Improvement Program Approval and informing property owners of the available images for vacant property maintenance. He will contact Carol Augustine, Finance Director, to verify the reimbursement process for the Façade Improvement Program. He will contact John Hutar to verify his availability and schedule the hotel owners. He will contact automobile dealers to verify their availability for the May 13 meeting.

FUTURE AGENDA TOPICS

- April 8, 2020- Annual Meeting with Hotel Owners to discuss impacts of coronavirus and Bay Trail maintenance
- May 13, 2020- Annual Meeting with Automobile Dealers

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:00 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist