



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, February 10, 2021 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Ricardo Ortiz, Councilmember Michael Brownrigg

Members Absent: None

Staff Present: City Manager (CM) Lisa Goldman, Economic Development & Housing Specialist (EDS) Joseph Sanfilippo, Community Development Director (CDD) Kevin Gardiner, Finance Director (FD) Carol Augustine, Parks & Recreation Director (PRD) Margaret Glomstad, Assistant to the City Manager (ACM) Nil Blackburn

Members of the Public Present: John Kevranian (President of Broadway Business Improvement District), Micheal Mallie (Maverick Jack's), Jenny Keleher (President of Downtown Business Improvement District (DBID)), Riyadh Salma, Alisa Ferrari (Stella Alpina Osteria), Angela Pace (Blue Line Pizza)

READ AND APPROVE MINUTES FROM JANUARY 13, 2021 MEETING

- Approved.

DISCUSSION ITEMS

Open Discussion with Restaurateurs to Gauge Business and Needs

EDS Sanfilippo introduced the topic. Micheal Mallie (Maverick Jack's) spoke, primarily citing concerns with continuing to allow outdoor dining after the shelter-in-place order is lifted. He testified that his restaurant found that indoor dining was extremely unpopular when it was available for a brief period in 2020. Restoring public confidence in safely dining will be key to recovery.

CM Goldman mentioned that parklets are currently approved until September 2021, but will be re-evaluated in August to gauge if the City Council would like to extend this approval. She cautioned that businesses may eventually be required to pay for usage of parklets, though this conversation is likely a year away.

Councilmember Brownrigg highlighted resident concerns over parking availability but asserted that the Council is supportive of restaurants utilizing public parking spaces to sustain their businesses. Vice Mayor Ortiz also noted that parklets are required to be used three days a week and can thus be removed if they are not being used to their full effect to put parking back in operation.

John Kevranian (President of Broadway BID) spoke on behalf of restaurants in the Broadway commercial district, highlighting that they are eagerly looking forward to indoor dining. Many have accrued major expenses that have caused a financial burden. Retailers are concerned that parklet usage is primarily during dinner hours, when these are not typical retail hours.

Jenny Keleher (President of DBID) reaffirmed Mr. Mallie's concern that parklets would not be allowed to remain long-term, which is a concern particularly in face of the lack of customer support for indoor dining. Alisa Ferrari (Stella Alpina) thanked the City for its support for outdoor dining and parklets.

EDS Sanfilippo noted that the Restaurant, Breweries and Wineries Grant Program (administered by the County) will be accepting applications later in February.

Councilmember Brownrigg mentioned that if health orders allow, street closures could be re-implemented during warmer months, and Vice Mayor Ortiz supported exploring this. If side street restaurants have parklets, hopefully previous concerns with favoritism between closed main streets and open side streets will not arise again.

CM Goldman noted that COVID-19 case numbers are encouraging currently, but she cautioned that surges may occur due to the Super Bowl, Easter, or newly-discovered variants. Vaccinations are also increasing their rollout pace.

Angela Pace (Blue Line Pizza) mentioned that restaurants are hurting from delivery apps, and any education that the City can distribute related to the negative effects would be helpful. ACM Blackburn plans to include a "Did You Know...?" section in the eNews.

Mr. Mallie suggested that the City look into providing "COVID-19 certified" placards to businesses after they are examined by the County's COVID Compliance Unit. Ms. Keleher supported the certification approach if possible and also highlighted the Support Burlingame website that could accommodate menus or potentially online ordering capabilities.

Mr. Kevranian mentioned that the County's delivery fee cap of 15% will be expiring in June, but he requested that the City look into its own fee cap ordinance.

Presentation from Staff to Review Ideas for Economic Revitalization

ACM Blackburn introduced the topic, presenting a list of ideas created from the Goal Setting session for the Subcommittee to examine and prioritize for the next year and beyond.

The presentation covered the City's financial commitments to business, marketing initiatives (shop local campaign, Buy in Burlingame brochure ads, etc.), as well as several ideas for short-term, medium-term, and long-term strategies for recovery.

Vice Mayor Ortiz and Councilmember Brownrigg commended the presentation and decided to focus on several short-term items to restore public confidence. Councilmember Brownrigg advocated for a meeting sooner rather than the March 10 meeting to go over these items more in-depth and put together a strategy.

Councilmember Brownrigg requested staff look into the tiers for reopening to determine when the City would be able to host outdoor public events (arts festivals, pole vaulting competitions, etc.)

Miscellaneous Discussion

The Subcommittee requested a meeting for restaurateurs in June to discuss the state of businesses prior to the Council's re-evaluation of parklets in August.

Mr. Kevranian suggested partnering with the Burlingame Community Education Foundation for the Shop Local campaign.

Action Items

- EDS Sanfilippo will contact the Subcommittee members and staff to schedule the February 24 special meeting.
- EDS Sanfilippo will examine City Council meeting minutes to determine the re-evaluation date for the discussion of extending parklets.
- ACM Blackburn will send the economic revitalization presentation to the BIDs and Chamber to share with their members.
- ACM Blackburn will develop a business survey to discuss possible questions.

FUTURE AGENDA TOPICS

- February 24, 2021- Special meeting to explore revitalization strategies in-depth
- March 10, 2021 – TBD

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:32 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist