



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, February 24, 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, 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), Jenny Keleher (President of Downtown Business Improvement District (DBID)), Riyad Salma.

READ AND APPROVE MINUTES FROM FEBRUARY 10, 2021 MEETING

- Approved.

DISCUSSION ITEMS

Discussion of Staff Presentation to Review Ideas for Economic Revitalization

ACM Blackburn introduced the topic, covering the presentation reviewed at the February 10 Economic Development Subcommittee meeting. She first reviewed ideas introduced by the Subcommittee members.

Ideas for public art and vacant storefront activation were discussed, including:

- Art in Action for students to foster community engagement
- Partnering with Burlingame Citizens Environmental Council (CEC) Film Fest on March 23 for a screening event, though CM Goldman mentioned that there may be issues implementing this in vacant spaces.
- Art installations to enliven vacant spaces

Vice Mayor Ortiz noted that maintaining any art installations should be a priority to prevent deterioration. Riyad Salma noted that Paint the Void (an art non-profit he had previously recommended to staff) pairs artists with property owners to create murals. If the murals are painted on boards (such as boards over windows), they can be removed at any time. Both Subcommittee members agreed that art installations would be a great way to activate vacant storefronts, and Councilmember Brownrigg noted that this initiative could be handed to the Beautification Commission for overview.

ACM Blackburn provided an update regarding Jenny Keleher's idea for a "COVID-19 certification"

program” through San Mateo County. After speaking with Jim Ford at the County Compliance Team, she noted that a certification program is unlikely due to staffing limitations. She suggested that the City pursue uniformity with the COVID-19 self-certification flyers and connect businesses with the County Compliance Team for help with filling them out.

Mr. Kevranian suggested that staff pass out the COVID-19 signage to assist businesses that may not have printers, and ACM Blackburn offered to assist EDS Sanfilippo with this initiative.

ACM Blackburn also suggested creating videos of businesses showing how they are COVID-19 prepared. Ms. Keleher mentioned that the DBID has a Marketing Specialist that could help in developing these.

ACM Blackburn suggested that the City app SeeClickFix could be used to promote buying local and “ordering direct”, by linking to business menus, retail stores, etc. Vice Mayor Ortiz questioned how the app would actually connect users to businesses. Ms. Keleher suggested that the app and associated page on the City’s website be cleaned up first, and ACM Blackburn noted that there would be a new icon created for this initiative.

Mr. Salma asked if SeeClickFix (the company) had any tips on increasing civic engagement. ACM Blackburn noted that SeeClickFix considers Burlingame to be a successful user of the app, but the app would need better marketing.

ACM Blackburn reviewed the idea for a business survey to collect contact information from owners and to help connect them to City-published information. As currently proposed, this would allow for both open-ended answers and specific information. There were some concerns related to asking for landlord information, and attendees requested clarification for that question.

Mr. Kevranian suggested that the survey be distributed when business license renewals are sent out to create a database of contact information. The Subcommittee agreed that this would be a good approach and requested staff look into this.

ACM Blackburn provided an update on the possibility of outdoor events. Though there are some still scheduled for later in the year, there are concerns with case surges that may arise during the holidays or other unforeseen issues. She suggested that there may be opportunities when San Mateo County reaches the Orange or Yellow Tier based on the State’s Blueprint for a Safer Economy, but it is unlikely in the next six months.

ACM Blackburn mentioned some other ideas, including a slogan/logo contest for a Buy Local campaign. This could be partnered with a call-to-action webpage where those that pledge would get a free item with the winning logo.

Miscellaneous Discussion

Discussion related to reaching out to vacant properties or establishing an escalating fee was divided. Allowing a variety of uses in retail districts received support from both the Subcommittee and attendees.

Councilmember Brownrigg requested consideration of a Subcommittee topic to discuss the Rollins Road Specific Plan. CDD Gardiner mentioned that the economic development component of the plan would be more relevant to the Subcommittee, and he will follow up on this.

Action Items

- CDD Gardiner will follow-up when the Rollins Road Specific Plan may be discussed at the Subcommittee
- ACM Blackburn and EDS Sanfilippo will distribute the business survey to the BIDs and Chamber to solicit information
- ACM Blackburn and EDS Sanfilippo will distribute COVID-19 self-certification placards to businesses not currently in compliance

FUTURE AGENDA TOPICS

- March 10, 2021 – Tentatively scheduled to meet with landlords

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:32 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist