

# CITY OF BURLINGAME

City Hall – 501 Primrose Road  
Burlingame, California 94010-3997



## COMMUNITY DEVELOPMENT DEPARTMENT

Economic Development Division

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### **Economic Development Subcommittee Special Meeting**

Wednesday, March 10, 2021, 8:15 a.m.  
Zoom Conference Call

***On March 17, 2020, the Governor issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings telephonically or by other electronic means. Pursuant to the Shelter-in-Place Order issued by the San Mateo County Health Officer on March 16, 2020, the statewide Shelter-in-Place Order issued by the Governor in Executive Order N-33-20 on March 19, 2020, and the CDC's social distancing guidelines which discourage large public gatherings, Conference Room A will not be open to the public for the March 10, 2021 Burlingame Economic Development Subcommittee meeting. Members of the public may view the meeting by logging onto the Zoom meeting listed below.***

***Members of the public may provide written comments by email to [jsanfilippo@burlingame.org](mailto:jsanfilippo@burlingame.org).***

***Emailed comments should include the specific agenda item on which you are commenting, or note that your comment concerns an item that is not on the agenda. The length of the emailed comment should be commensurate with the three minutes customarily allowed for verbal comments, which is approximately 250-300 words. To ensure your comment is received and read to the Economic Development Subcommittee for the appropriate agenda item, please submit your email no later than 5:00 p.m. on March 9, 2021. The City will make every effort to read emails received after that time, but cannot guarantee such emails will read into the record. Any emails received after the 5:00 p.m. deadline which are not read into the record will be provided to the Economic Development Subcommittee after the meeting.***

**When: Mar 10, 2021 08:15 AM Pacific Time (US and Canada)  
Topic: Economic Development Subcommittee Meeting**

**<https://zoom.us/join>  
Webinar ID: 992 6819 0074  
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Webinar ID: 992 6819 0074

Passcode: 300163

International numbers available: <https://zoom.us/j/99268190074>

## Agenda

**CALL TO ORDER – 8:15 a.m.**

**READ AND APPROVE MINUTES FROM FEBRUARY 24, 2021 MEETING**

### **DISCUSSION ITEMS**

1. Discussion with Hoteliers *8:15 a.m.*
2. Discussion with Property Owners and Landlords *8:50 a.m.*
3. Staff Update on Storefront Activation (Paint the Void) *9:25 a.m.*

### **Public Comments**

**The next regular meeting of the City Council's Economic Development Subcommittee will be held on April 14, 2021, via Zoom**



## 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.

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### 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"

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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