

# 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, April 14, 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 April 14, 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 April 13, 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: Apr 14, 2021 08:15 AM Pacific Time (US and Canada)  
Topic: Economic Development Subcommittee Meeting**

**Please follow the link below to join the webinar:  
<https://zoom.us/join>  
Passcode: 836440**

Or One tap mobile :

US: +16699009128,,95604607137#,,,,\*836440# or  
+13462487799,,95604607137#,,,,\*836440#

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Webinar ID: 956 0460 7137

Passcode: 836440

International numbers available: <https://zoom.us/j/95604607137>

## **Agenda**

**CALL TO ORDER – 8:15 a.m.**

**READ AND APPROVE MINUTES FROM MARCH 10, 2021 MEETING**

### **DISCUSSION ITEMS**

1. Discussion with Property Owners and Landlords

### **Public Comments**

**The next regular meeting of the City Council's Economic Development  
Subcommittee will be held on May 12, 2021, via Zoom**



## City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California  
Wednesday, March 10, 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, Senior Civil Engineer (SCE) Andrew Wong, Finance Director (FD) Carol Augustine

**Members of the Public Present:** John Kevranian (President of Broadway Business Improvement District), Jenny Keleher (President of Downtown Business Improvement District (DBID)), Georgette Naylor (Burlingame/SFO Chamber of Commerce), John Hutar (CEO of San Mateo County/Silicon Valley Convention and Visitors Bureau (SMCCVB)), Mike McKee (DoubleTree), Norman Onaga (Crowne Plaza SFO), Kevin Kretsch (Hyatt Regency SFO), Lisa Kershner (Marriott SFO), Terry Horn

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

- Approved.

### DISCUSSION ITEMS

#### Discussion with Hoteliers

SCE Wong introduced a survey concerning the Old Bayshore Highway feasibility study that is first going to hoteliers to gauge their thoughts on the identity of the corridor and their ideas for transport options. The hoteliers thanked the City for their initiative in providing attention to the area.

John Hutar (CEO of SMCCVB) provided an overview of market metrics for the travel industry, noting that the County may reach the orange tier by the one-year anniversary of the first lockdown. He indicated that the SMCCVB was advocating with elected officials throughout the County to encourage them to allow business meetings and travel.

San Mateo County was hit hard by travel declines, particularly after a robust summer, with declines continuing through the winter months. Burlingame/Millbrae/SFO had 41% occupancy over the year of 2020, compared to 88.9% in 2019. In January 2021, occupancy was at 28.8%.

Based on CBRE research, occupancy rates are anticipated to recover by 2024, though Mr. Hutar speculates that this may be delayed by a year or more.

Mr. Hutar identified the SMCCVB’s current campaign to encourage State Legislators to allow meetings under the State Blueprint for a Safer Economy. Their primary suggestion is to include meetings in the Movie Theater reopening plan, citing the brief period of success when meetings up to 50 people were allowed in June 2020.

Mr. Hutar noted that he will be providing a similar presentation to the County Board of Supervisors on March 23 as another push for these allowances.

The hoteliers shared stories of reopening in other states as an incentive for California to allow meetings, particularly given that safety protocols are followed so rigorously. Bookings for meetings are difficult to secure even months out due to fear that lockdowns may come again.

Mr. Kretsch also noted that a lack of clear direction can harm consumer confidence and may lead to difficulties retaining meetings scheduled in the future. Mr. Hutar indicated that the Burlingame Trolley would not return until occupancy recovered.

Councilmember Brownrigg questioned how the City can help in this endeavor, though Mr. Hutar said that the SMCCVB will have more clarity by next week. Councilmember Brownrigg requested that Burlingame hotels tally the number of jobs that can be created or brought back, should meetings be allowed again. The Subcommittee agreed that having sample language for an advocacy letter with hard facts would be very helpful.

Councilmember Brownrigg also requested that staff consider engaging landlords of hotels to better gauge how this relationship may affect business viability. He worried that land use changes may hurt the industry by allowing land owners to change the use of their property.

#### Discussion with Property Owners and Landlords

Terry Horn echoed the hoteliers’ sentiment, noting that office and retail uses are still suffering from the downturn. He noted that a number of vacancies are in the process of being leased, asserting that these are all positive signs of a recovery, though current tenants are still hurting financially.

ACM Blackburn questioned if there would be a way to recognize helpful landlords, though Mr. Horn said that some landlords do not necessarily want the recognition. Ms. Keleher noted that some landlords are not as helpful, and public recognition may cause a contentious atmosphere.

Councilmember Brownrigg theorized that a merchant could nominate their landlord for recognition, and the City could check with the landlord if they would like to be publicized.

#### Staff Report on Storefront Activation (Paint the Void)

EDS Sanfilippo provided information about his call with Paint the Void, a non-profit previously referred to the City that specializes in storefront activation. While the company is not currently doing work, they would be interested in partnering in the future if circumstances allow.

Their process typically involves identifying prospective properties or businesses and connecting them

with an artist. The painted displays are created on plywood and posted over a vacant space's windows as a public art display. Contracts are separate for property owners and artists, with Paint the Void acting as a liaison. Similar companies are currently fundraising for future opportunities.

Ms. Keleher expressed her support for the idea and cited her own business's success with painted window displays.

Councilmember Brownrigg asserted his support for public art, though he noted that these contracts would be between the non-profit and property owners. EDS Sanfilippo clarified that the overview was for informational purposes on possible ideas for storefront activation, though the City would not likely be involved in the process.

### **Miscellaneous Discussion**

EDS Sanfilippo requested clarification if the Subcommittee would like to discuss permitting live music, per an email from an interested party to the City Manager. This will be discussed over email and confirmed or denied prior to the next meeting.

### **Action Items**

- CDD Gardiner will follow-up when the Rollins Road Specific Plan may be discussed at a the Subcommittee
- CDD Gardiner will discuss live music with staff to determine if it is possible
- EDS Sanfilippo will again invite landlords to the April meeting to hope for a better turnout

### **FUTURE AGENDA TOPICS**

- April 14, 2021- Discussion with property owners and landlords, possibly a discussion related to live music

### **PUBLIC COMMENTS**

There were no further public comments.

### **ADJOURNMENT**

Meeting adjourned at 9:30 a.m.

Respectfully submitted,

Joseph Sanfilippo  
Economic Development Specialist