



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Via Zoom

Wednesday, February 8, 2023 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Donna Colson

Members Absent: Mayor Michael Brownrigg,

Staff Present: Community Development Director (CDD) Kevin Gardiner, Parks & Recreation Director (PRD) Margaret Glomstad, Finance Director (FD) Helen Yu-Scott, Economic Development & Housing Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: Kevin Kretsch (Hyatt Regency), Jenny Kelleher (Downtown Business Improvement District (DBID) Board President), Laurie Hilt (DBID Executive Director), Krista McCutcheon, Marcia Bauer (Chair of Beautification Commission), Susan Baker (President/CEO of Chamber of Commerce), Batya & Humberto Berenfus (Jewels of Monaco), Nick Kosturos (Patronik Designs), Hadia Khoury (Beautification Commission)

READ AND APPROVE MINUTES FROM JANUARY 17, 2023 MEETING

- Continued due to lack of quorum.

DISCUSSION ITEMS

Holiday Lighting Discussion with Key Partners

EDS Sanfilippo introduced the topic, followed by an overview provided by Vice Mayor Colson about some resident complaints concerning the lack of holiday lighting last year. The Subcommittee is hoping to coordinate a system for holiday lighting through a partnership with the City, the DBID, the Broadway BID, and the Chamber.

Ms. Kelleher explained the exponential increase in costs for holiday lighting and labor, increasing from \$25,000 for a full display to \$25,000 for a limited side street display. The DBID performed some research showing that similar BIDs and Chambers across the Bay Area often receive funding for holiday lighting through corporate or resident sponsorships. Ms. Hilt discussed the holiday parade, noting difficulties with securing vendors for the event and its limited impact in keeping visitors downtown. She explained that the wine walk in 2021 was more successful in keeping visitors downtown throughout the duration of the event and afterwards.

Mrs. Berenfus discussed the first window display contest held in December 2022, where merchants created holiday displays and were then judged by the Beautification Commission. She noted the event was successful despite its limited participation, but Vice Mayor Colson reiterated that the contest could grow in future years.

Vice Mayor Colson offered her experience coordinating holiday lighting at Filoli, noting that they had purchased a large amount of lights upfront. A vendor stored and installed the lights every year, but the costs were largely reduced based on the fact that Filoli owned the displays. She also suggested that a citizen’s committee be created to lead the holiday lighting planning.

Ms. Kelleher noted that the electrical boxes on the trees on Burlingame Avenue are often unreliable. PRD Glomstad said she would check with Public Works Director Syed Murtuza to ensure that the electrical boxes are tested and would be able to accommodate holiday lighting displays. Vice Mayor Colson affirmed that the City could try and assist with funding any necessary repairs for the boxes, budget permitting.

Vice Mayor Colson suggested contacting developers or large employers for holiday lighting sponsorships, particularly after the Town Square completes its development (estimated 2024). She supported the distribution of a survey soliciting ideas for holiday lighting in the City’s eNewsletter, to be coordinated as part of the Holiday Lighting Committee.

Miscellaneous Discussion

There was no miscellaneous discussion.

Action Items

- The Holiday Lighting Committee will be formed including many of the attendees of this EDS meeting (Vice Mayor Colson, Chair Bauer, Ms. Khoury, Ms. McCutcheon, Mrs. Berenfus, Ms. Baker, Mr. Kosturos, John Kevranian of the Broadway BID, etc.)

FUTURE AGENDA TOPICS

The March meeting will include a discussion of street closures.

PUBLIC COMMENTS

There were no public comments.

ADJOURNMENT

Meeting adjourned at 9:15 a.m.

Respectfully submitted,

Joseph Sanfilippo

Economic Development & Housing
Specialist