



## City Council Economic Development Subcommittee

MINUTES (DRAFT)

Via Zoom

Wednesday, April 19, 2023 – 8:30 a.m.

---

### **ATTENDANCE**

**Members Present:** Mayor Michael Brownrigg

**Members Absent:** Vice Mayor Donna Colson

**Staff Present:** City Manager (CM) Lisa Goldman, 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:** Jenny Kelleher (Downtown Business Improvement District (DBID) Board President), John Kevranian (Broadway BID Board President), Susan Baker (President/CEO of Chamber of Commerce), Hadia Khoury (Beautification Commission), Riyad Salma (Triterra Properties), Rachel Ni (Coldwell Banker)

### **READ AND APPROVE MINUTES FROM MARCH 8, 2023 MEETING**

Continued due to lack of quorum.

### **DISCUSSION ITEMS**

#### Annual Meeting with the Broadway BID and Downtown BID

CDD Gardiner introduced the topic, providing a brief overview of the Broadway Specific Plan. The project commenced in collaboration with ~~ABAG/MTC-ABAG~~, and CDD Gardiner noted that a Community Advisory Committee (CAC) will be formed to solicit input from businesses and residents on the future of Broadway. Afterwards, Mr. Kevranian gave several highlights from the Broadway BID, including possible upcoming business turnover due to rent increases and a commendation for City staff's work in the district.

Mr. Kevranian also noted that changes in the building and fire codes that necessitate the installation of fire sprinklers during substantial tenant improvement projects is a great burden on incoming businesses, and he suggested that some sort of educational flyer be provided during the business license application process.

He later mentioned a desire from both businesses and residents to light Broadway year-round, but budget constraints make it difficult, particularly with a City requirement to restring lights to not interfere with a tree's growing season. PRD Glomstad noted that this requirement is primarily for less mature trees, as lights can weaken and scar young trees and lead to maintenance issues in later years.

Mr. Kevranian discussed a renewed desire to work on new travel brochures to provide hoteliers, and Ms. Kelleher and Ms. Baker agreed that the BIDs and Chamber should collaborate on the design.

Ms. Kelleher inquired about the upcoming Broadway ~~s~~Smoking ~~b~~Ban. EDS Sanfilippo noted that he would be sending draft signs to the Broadway BID for merchants to post in their windows, but the ordinance would not be in effect until May 3. Mayor Brownrigg suggested that the City invest in some sort of metal sign or badge, should the program become permanent after its pilot program expires on December 31, 2023.

Ms. Kelleher then provided an update on the DBID. As part of rebranding the district, they plan to interview and photograph all willing businesses and learn several key facts (why they came to Burlingame, how they came to open the business, etc.) They would afterwards hire a brand manager for ongoing maintenance of promotional programs. Another piece of the rebranding would include creating a new slogan or logo for the district.

Ms. Kelleher also discussed the Holiday Lighting Committee that was established with residents and the BIDs, reiterating the desire for year-round lighting. With the costs of labor for restringing and a commitment to lighting the entire Downtown (i.e. not only Burlingame Avenue), she explained that funding was about \$11,000 short. As such, the Lighting Committee proposed several different fundraising events: a return of the DBID's wine walk and a QR code ~~in-on~~ restaurant receipts requesting donations from interested customers.

For the actual lighting display, the Committee is aiming to light the Downtown trellises, adorn several areas with lit spheres or other small decorations (birch sticks, poinsettias, etc.)

Ms. Kelleher discussed the Board's desire to explore decorated parklet covers with restaurants, and Ms. Khoury mentioned that she could inquire about stonewashed burlap as a low-~~east~~cost alternative to an embossed cover as described. Mayor Brownrigg noted that the program was already approved through June 30, 2024, but aesthetic considerations would certainly be discussed as the Council or Subcommittee revisits the topic.

Ms. Baker offered an update on the Chamber, noting that they are working on updating their website and social media platforms, strengthening the newsletter with a community event calendar, and bolstering membership numbers with mixers and ribbon cuttings.

### **Miscellaneous Discussion**

Ms. Khoury suggested that a banner be placed at the El Camino Real crossing of Burlingame Avenue for additional advertising of events. PRD Glomstad noted that the City has a banner policy ~~which-that~~ submitted banners must abide by, and Public Works must deem the surrounding area structurally sound to support a banner. Mayor Brownrigg suggested potentially revisiting the topic to create more specific guidelines about where banners could be placed and how many there could be, should the idea be possible after staff review.

### **Action Items**

- EDS Sanfilippo will follow up with Public Works staff to get County Vector Control contact information to forward to businesses and property owners

**FUTURE AGENDA TOPICS**

The May meeting will discuss whether to pursue a code amendment to allow smoking or hookah lounges.

**PUBLIC COMMENTS**

There were no public comments.

**ADJOURNMENT**

Meeting adjourned at 9:30 a.m.

Respectfully submitted,

Joseph Sanfilippo  
Economic Development & Housing  
Specialist