

**CITY OF SAN CARLOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Approved Minutes of June 8, 2017 Meeting**

1. Call to Order

Chair Josh Zaroor called the meeting to order at 4:00 p.m.

Commissioners present (6):

Josh Zaroor, Chair
Nancy Luscri, Vice-Chair
Sara McDowell
Leah McMurtry
Greg Matter
Daniel Guhr

Absent (1):

Don Mancini

Advisory:

Al Savay, Community and Economic Development Director
Nell Selander, Economic Development & Housing Manager
Martin Romo, Economic Development Coordinator

2. Pledge of Allegiance

3. Agenda Review

No changes to the order of the agenda.

4. Approval of Minutes

March 28, 2017 Meeting Minutes Approved [Motion/Second: Luscri/Guhr].

5. Public Comment

San Carlos Chamber of Commerce CEO, Dave Bouchard, provided an update on upcoming Chamber events. Planned wine stroll is expected to have 500-700 participants.

6. New Business

a. Industrial Arts District.

- i. Report from Dave Toole, Toole's Garage, on plans for the Industrial Arts Horsepower Car Show.

Dave Toole of Toole's Garage described the Industrial Horsepower Car Show. The purpose of the area is to introduce San Carlos and neighboring communities to the Industrial Arts District. The event, given its location, will not impact traffic, and will provide an opportunity to showcase the businesses in the area. The event will be held on September 9th on Washington, Bayport, and other streets as yet to be determined.

- ii. Report from Commissioner McDowell on Chamber of Commerce's May 23, 2017 event, Coffee with a Councilmember.

Commissioner McDowell provided an update on Councilmember Johnson's May 23, 2017, Coffee with a Councilmember, event that was attended by a number of Industrial Arts District business owners. The issues raised by the businesses, included:

- Beautification is needed in the area;
- Crosswalks are needed at Industrial and Bing and Industrial and Washington;
- Need to better connect customers to the area – from El Camino Real, across train tracks, to the east side;
- More customer parking is needed; and
- General concerns about the place of small businesses in an area that's increasingly redeveloping.

- iii. Update from staff on Urban Land Institute (ULI) Technical Assistance Panel (TAP) process.

Martin Romo, Economic Development Coordinator, provided an update on the ULI Tap process, explaining that the application requires including four to five high level questions the TAP will answer over the course of their research and analysis. Staff drafted the following questions and shared them with the Commission.

1. How does the City catalyze the area into a destination with its own identify/brand?
 2. How can the City increase parking opportunities in the area?
 3. Given the wide array of tenants and multitude of property owners, how can a cohesive strategy for the area be organized?
 4. How can the area enhance its infrastructure (streets, sidewalks, lighting, etc.) given the City's limited financial resources?
- iv. Discuss goals of the ULI TAP for the Industrial Arts Districts and provide staff with direction.

Chair Zaroor asked if intervention in the area is necessary, or if any investment will be negated by market forces. Commissioner Matter shared that industrial real estate has been reduced by about 10% across the region, describing the Industrial Arts District as an "industrial preserve" that is important and will remain in high demand. Commissioner McDowell described the Industrial Arts District as different than the rest of the east side industrial area, which has a unique character that could benefit from investment.

Al Savay, Community Development Director, explained that the Industrial Arts District was zoned to preserve its fine-grained network and will not experience lot consolidation and very large developments like other parts of the east side industrial area. You can anticipate the Zoning remaining in place until a new General Plan is undertaken when the current one expires in 2030.

Commissioner Guhr asked Mr. Savay if there was any research on conversion of buildings that may no longer be suitable for their original, intended use. Mr. Savay shared that considerable research has been done into adaptive reuse – the term used to describe repurposing buildings for new uses.

Chair Zaroor suggested the first TAP question should be broader, perhaps: What is the best way to support the long-term growth of the Industrial Arts District? Conversation between the Commissioners ensued about this question and who should answer it – the Commission or the TAP. Mr. Romo suggested the following wording for the question: What is the short-term, mid-term, and long-term potential development of the Industrial Arts District?

Mr. Savay explained his initial vision for the Industrial Arts District was a destination design/build district where you could meet your architect

over coffee and then walk around to the various showrooms and vendors to buy products. Commissioners McDowell and Guhr reiterated that any business will benefit from sidewalks and better lighting, especially when shopping on the weekends with children, strollers, etc.

Vice Chair Luscri posited that making the questions both about short-term and long-term, flexible solutions could result in a product from the TAP that serves the City and businesses today, as well as in the future, as the economy continues to change.

Chair Zaroor suggested the following questions and order.

1. Given the wide array of tenants and multitude of property owners, how can a cohesive strategy for the area be organized?
2. How can infrastructure (streets, crosswalks, sidewalks, lighting, etc.) be used to enhance the area and its long-term sustainability, given the City's limited financial resources?
3. How can opportunities for parking, mobility, and accessibility in the area be increased?
4. What can be done to catalyze the area as a destination with its own identify/brand?

Commissioner McMurtry suggested adding "short-term and long-term viability" to question #1. The question would then read:

1. Given the wide array of tenants and multitude of property owners, how can a cohesive strategy for the area be organized to ensure short-term and long-term viability?

Chair Zaroor and Vice Chair Luscri agreed.

Chair Zaroor asked Mr. Toole how he would feel about infrastructure improvements. Mr. Toole explained that currently the area doesn't feel like the rest of San Carlos and that improved infrastructure would help fix that.

Commissioner McMurtry asked that a fifth question be added to address beautification. Other Commissioners and staff agreed.

5. What tools can be used to encourage beautification, including façade improvement, in the area?

Chair Zaroor asked if the questions for the TAP should be validated by the Economic Development Partnership (EDP) and if that could be done during the June 21st event. Nell Selander, Economic Development & Housing Manager, shared that that event was intended to focus on the building materials industry and supporting those businesses, not necessary exclusive to the Industrial Arts District. However, a meeting could be held with the EDP to discuss the questions prior to submission.

b. Economic Development Partnership.

- i. Update from staff on June 21, 2017 event for building materials and construction industry.

Ms. Selander provided an update on the planned EDP event on June 21, 2017. 450 building materials and construction businesses were invited to the event. As of the meeting, 35 businesses had confirmed their intention to attend the event.

- ii. Discuss goals for June 21st event and provide staff with direction.

Ms. Selander explained staff understood the goals to be receiving feedback on the Marketing Strategy developed by Keen for the Chamber of Commerce and the EDP and invited the Commission to provide their feedback on how they would like the event to go.

Chair Zaroor proposed a more structured event where we asked targeted questions to focus groups and gathered feedback from them. The other Commissioners agreed it could be a productive structure for the event and conversation ensued regarding logistics and focus group questions.

c. Elect Chair and Vice Chair.

Chair Zaroor introduced the topic and Ms. Selander explained the process: nomination; motion; second; and vote.

Vice Chair Luscri nominated Commissioner McDowell for Chair, who accepted the nomination. Commissioner McDowell was approved as Chair [Motion/Second: Luscri/Matter].

Chair Zaroor nominated Commissioner Guhr for Vice Chair, who accepted the nomination. Commissioner Guhr was approved as Vice Chair [Motion/Second: Zaroor/Luscri].

New Chair and Vice Chair appointments will take effect at the next EDAC meeting.

d. Discuss Subcommittees and Elect Commissions to Them.

The Commission discussed the various Subcommittees and decided upon the following Subcommittees and appointments:

- East Side Industrial Area Development & Marketing Subcommittee
 - Work Plan: **Support Building Materials and Construction Industry**
 - 2016-2019 Economic Development Plan Initiative: 4
 - Commissioners:
 - § Zaroor
 - § McMurtry

- Transportation & Connectivity Subcommittee
 - Work Plan: On hold for FY 2018

- Business Community Support & Engagement Subcommittee
 - Work Plan: **Business Panels**
 - 2016-2019 Economic Development Plan Initiatives: 5, 6, and 8
 - Commissioners:
 - § Luscri
 - § Guhr

- Sustainability & Placemaking Subcommittee
 - Work Plan: **Support Industrial Arts District**
 - 2016-2019 Economic Development Plan Initiative: 14
 - Commissioners:
 - § McDowell
 - § Matter

e. Consider New Regular Meeting Time and Schedule.

Chair Zaroor introduced the topic and Ms. Selander explained the process: nomination; motion; second; and vote.

Consensus among the Commissioners was that the current date and time works for everyone. No change to the regular meeting date and time.

Vice Chair Luscri suggested a deadline for when Commissioners should provide notice to staff that they will not be attending the meeting, in order to determine that there is a quorum. Staff will propose a standing date and time by which Commissioners must confirm their attendance at the next meeting.

f. Update from Staff on City Revenues, Including Property and Sales Taxes, Impact Fees, and Charges for Services.

Mr. Romo provided an update on sales and property tax revenues and growth in San Carlos year over year. Mr. Romo also provided information on community benefits provided by various private development projects over the past decade.

7. Old Business and Reports

a. General Updates

Commissioners and staff discussed interim parking during Wheeler Plaza construction. Other topics of conversation included applications for hotel developments, new businesses in the Downtown, construction on the Honda dealership, former Hermery's building, and remodel at Coldwell Banker.

b. Subcommittee Reports

No updates.

8. Future Meeting Dates and Agenda Items

June 21, 2017 – Economic Development Partnership Reception for Building Materials & Construction Industry.

9. Adjournment

Meeting adjourned at 5:55 PM.