

**CITY OF SAN CARLOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Approved Minutes of February 28, 2017 Meeting**

1. Call to Order

Vice Chair Nancy Luscri called the meeting to order at 4:04 p.m.

Commissioners present (6):

Josh Zaroor, Chair
Nancy Luscri, Vice-Chair
Sara McDowell
Don Mancini
Greg Matter
Daniel Guhr

Absent (1):

Leah McMurtry

Advisory:

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

2. Pledge of Allegiance

3. Agenda Review

No changes.

4. Approval of Minutes

January 24, 2017 Meeting Minutes Approved [Motion/Second: Mancini/McDowell].

5. Public Comment

No public comment.

6. New Business

A. Discussion of lessons learned from January 24, 2017 Business Roundtable.

All Commissioners present found the event to be very insightful. Commissioner McDowell notes that efforts to market and enhance inter-business opportunities could be very beneficial. Commissioner Matter explains that facilitating communication is important and suggests opportunities for collaboration among business owners in the City such as a shuttle that brings business owners into the Laurel Street could be beneficial.

Commissioner Luscri states that EDAC should host more of these types of events. Commissioner Matter adds that the event increases exposure to types of businesses that does not otherwise occur and that they help to foster interaction.

Chair Zaroor asks about Chamber of Commerce efforts to increase interaction between businesses, and between the City and businesses. Commissioner Matter shares that other Chambers of Commerce that he has interacted with can be limited in the diversity of businesses engaged.

Economic Development Coordinator Nell Selander suggests a panel including service sector employers could be informative as well.

Chair Zaroor and Vice Chair Luscri share that they and their business colleagues are not well-versed in policy and political discourse in the communities in which they work. Chair Zaroor explains that these disconnects illustrate why personal interactions and events like this Roundtable can be beneficial.

Commissioner Mancini asks if the City meets with business owners. Community & Economic Development Director Al Savay explains that the Community Development Department previously has and that it aims to start business engagement meetings soon. He also supports encouraging inter-business collaboration and increasing buy/shop local campaigns.

Commissioner Matter highlights that Devil's Canyon Brewery advertised that it sources local products; encouraging this approach could be beneficial.

Director Savay suggests a subsequent Roundtable focus on the Life Science/Biotechnology industry, which seems to be emerging in the City.

Commissioner Matter notes that firms such as Facebook have limited biotechnology firms' ability to expand in the East Menlo Park area. Some of

these firms have begun locating in the East Bay. Having available biotechnology space in San Carlos could benefit the City.

Chair Zaroor summarizes the takeaways from the Roundtable as being: (1) begin efforts to restart the one-on-one meetings between City Hall and local businesses and (2) continue hosting roundtables with diverse businesses/industries.

B. Discussion of construction and change occurring in San Carlos.

Commissioner Guhr shares concerns he has heard from San Carlos residents:

- New condominiums will attract younger families without children and what may happen to staffing and support for local schools with that demographic.
- What the grading occurring along El Camino Real? Can signs be installed to describe the construction activity?
- San Carlos is becoming the next Sunnyvale.

With regard to construction at Wheeler Plaza, Commissioner Matter explains that a simple banner reading “40% more parking coming soon” could be highly beneficial. He states additional public relations and marketing efforts could help to assuage a lot of community misconceptions.

Director Savay informs the Commission that the City will soon begin its second session of Citizen’s Academy – where a class of about 40 residents come together to learn about how city government works.

The Commissioners brainstormed common community concerns that they hear from friends and colleagues:

- i. Parking
- ii. Traffic
- iii. Condominium Development
- iv. Households Without Children
- v. Grading on El Camino Real
- vi. How Local Schools are Supported
- vii. Live/Work Ratio
- viii. General Distrust of Government
- ix. Increasing Retail/Restaurant Rents

The Commission agrees to work on the top few topics and strategize with Staff on how to address them with the community at-large.

C. Discussion of meeting topics and agenda planning for the remainder of 2017.

Chair Zaroor states that a discussion of general marketing for the City may be needed. Ms. Selander informs the Commission that the City Manager's office is undertaking a strategic communications initiative and that someone from the City Manager's office could be invited to give a short presentation on their ongoing marketing efforts at a subsequent EDAC meeting.

Ms. Selander shares that the following topics will be focuses of the upcoming year: (1) transportation demand management strategies for small development projects, new businesses, and existing businesses; (2) City-sponsored affordable housing projects; and (3) the Wayfinding Study.

Commissioner McDowell asks that initiatives for the Industrial Arts be kept in conversation. She shares a "wine trail" map that wineries/breweries have created to attract customers to the area, and that art galleries and additional community investment in the area would help support these business-led efforts. Chair Zaroor shares that since he has been on the Commission, the conversation around the Industrial Arts district has begun several times, but parking and other infrastructure limitations seem to limit the conversation from advancing. Director Savay explains that it is unlikely that the City will develop a public parking lot in the area; however, a property and business improvement district could be used to fund such a project. The Commission decides to continue this conversation into the subsequent EDAC meeting.

7. Old Business and Reports

a. General Updates

i. Citywide Wayfinding Study

The Wayfinding Committee met to Kick-Off the project on February 16th. The project will be moving forward and will hone in on major destinations and work towards identifying priorities for the phasing strategy of the plan.

b. Subcommittee Reports

No updates.

8. Future Meeting Dates and Agenda Items

March 28, 2017 – Industrial Arts district strategy.

9. Adjournment

Meeting adjourned at 5:37 PM.