**CITY OF BELMONT**
**ECONOMIC DEVELOPMENT SUBCOMMITTEE**
**ACTION MINUTES**
**October 6, 2009**

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| Members Present: | Braunstein, Feierbach |
| Staff Present: | City Manager Crist; Finance Director Fil, Public Works Interim Director Karen Borrmann, Deputy Finance Director Brooke Lazzari, Associate Planner Walker. |
| Others Present: | Planning Commission Member Mercer, Chamber of Commerce President Lenore Griffin, Belmont Chamber Governmental Affairs & Economic Development Committee Chairperson Mary Morrissey Parden. |
| Members Absent: | None. |

The meeting was called to order at 4:25 P.M.

Welcome by Mayor Braunstein and introductions.

**Public Comments**
No public comments.

**Committee Member Announcements**
One public announcement pertaining to an event that was held in Foster City that took place on Monday evening.

**Meeting Minutes**
Continued to the November meeting to allow the committee sufficient review time.

**Business Retention & Attraction Efforts**
The Subcommittee members and the Chamber of Commerce engaged in a lengthy discussion related to opportunities for business retention and attraction. Ideas included:

- City Economic Development Branding/Logo emphasizing our prime geographical location (i.e. "Beautiful Belmont" or "Buy'n'Belmont"). Belmont the "center" of the bay area, equidistant from San Francisco and San Jose, Hub of the Peninsula.
- Increased advertisement of the City's Façade Improvement Program.
- Outreach to the NDNU community.
- "Dine around Belmont" program to assist local destination restaurants. What would be an appropriate incentive?
- Local business and home occupation business directory using the new business license software. Put residents in touch with their local businesses.
- Small business Incubator Program (see Daly City Example) to encourage growth of niche

markets, such as the food/catering businesses on Old County Road.

**Villages at Belmont Strategy**

- Shoreway Place – The City executed the Exclusive Negotiating Agreement with Bohannon, and staff has held initial meetings with Bohannon Reps. The subcommittee reviewed materials from Bohannon's "Gateway" project in Menlo Park.
- Firehouse Square – The City has continued meetings with the 1300 property owner and compiled a list of action items to help make the entire property more attractive for redevelopment. Numerous developers are interested in submitting a response to the RFQ. The City Council will help determine next steps once those responses are submitted.
- Emmett's Plaza – Private property owners are completing several small facade improvement projects to prepare for new lease tenants, including "Me'n'u" Asian Fusion cuisine, and "Mr. Pickles" deli. There is also a new potential tenant slated for the former Baskin Robbins/Togos space – "Game Stop."
- Belmont Station – No Update.

**Other Items**

Director deMelo shared preliminary plans fro a potential development to be located at El Camino Real and Davey Glen Road (7-11 Property). The mixed use project would entail office, commercial, and retail at approximately 21,000 square feet. It would also include 60-70 residential units with open space and underground parking.

The next meeting is being rescheduled as it conflicts with the Election. The meeting is tentatively scheduled to be held on Tuesday November 17th.

The meeting was adjourned at 6:00 PM.