



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Via Zoom

Wednesday, December 14, 2022 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Michael Brownrigg, Councilmember Donna Colson

Members Absent: None

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, Assistant City Attorney (ACA) Scott Spansail

Members of the Public Present: John Kevranian (President of the Broadway Business Improvement District (BID)), John Hutar (CEO of The San Francisco Peninsula (SFP)), Kevin Kretsch (Hyatt Regency), Lisa Kershner (SFO Marriott Waterfront), Susan Baker (Burlingame/SFO Chamber of Commerce)

READ AND APPROVE MINUTES FROM NOVEMBER 17 MEETING

- Approved.

DISCUSSION ITEMS

Check-in with Hoteliers

EDS Sanfilippo introduced the topic, with Vice Mayor Brownrigg explaining that a particular interest of the Subcommittee was to hear whether labor constraints were substantially impacting local hoteliers. Mr. Hutar presented some recent data, noting that occupancy has been steadily increasing, though the average daily rate (ADR) remains below 2019 peaks. Business travel is still lagging, particularly amid large-scale tech layoffs.

Ms. Kershner requested that the City provide the hoteliers/SFP event information to publish and assist with marketing in a competitive national market. Councilmember Colson noted that Topgolf would be coming relatively soon, with CM Goldman explaining that the anticipated opening is in 2026. Ms. Kershner also proposed the creation of a city Arts Commission.

To the question of labor, both hoteliers present offered different experiences: one struggling with “quick quits” and another that has seen generally stable employment, attributed to its unionized hourly staff, but now struggling with attracting managerial staff.

John Kevranian questioned if bringing back the Burlingame Trolley would assist hoteliers with

marketing. Ms. Kershner suggested that the hoteliers would have some trouble financially supporting the trolley should it return, particularly with increasing shuttle costs for individual hotels and some concerns about the infrequency of the trolley runs during its original operation. Vice Mayor Brownrigg noted that the City would be exploring a city-wide shuttle system given the large-scale developments on the Bayfront.

Mr. Hutar wondered if the hoteliers could support the City in securing funding for the Broadway Grade Separation, to which Vice Mayor Brownrigg suggested that SFP and all hoteliers send individual letters of support for the project to assist with 2023 lobbying efforts.

For other marketing efforts, Councilmember Colson suggested a coordinated city-wide holiday lighting campaign. She suggested that discussions begin in May or June so there would be adequate time for planning. She also noted a plan to create an “art walk” to highlight art throughout the city, though she believed she would need an intern to work on the initiative given workloads of current staff.

Discussion of a Possible Smoking Ban in Business Districts

EDS Sanfilippo introduced the topic, which was originally proposed by John Kevranian (President of the Broadway BID). Results of a petition of 38 Broadway merchants showed that 25 would support a ban, 1 would not, and 12 declined to comment. Mr. Kevranian reiterated that the request comes out of concern for public health, corroborated by Ms. Baker.

ACA Spansail noted some concerns with enforcement, particularly for police officers that would theoretically have to enforce the ban. He emphasized the importance of education and a long grace period prior to enforcement. He also suggested that the ban would likely need to apply to all business districts given the broad applicability of such an ordinance.

The Subcommittee suggested that, since the request came from the Broadway BID, those merchants would be prepared to “self-police” during a 6-month pilot phase. They supported the item being brought to the full Council some time early next year, with Vice Mayor Brownrigg requesting that the staff report include a small commitment of City funds for “Smoke-free Broadway” window signs. They also requested a defined boundary for the district (e.g. all street-facing properties on Broadway, etc.). EDS Sanfilippo also noted that the DBID Board did not feel a strong need for the ordinance at this time, though they could see it being applicable in the future.

Miscellaneous Discussion

There was no miscellaneous discussion.

Action Items

- Staff will bring a pilot smoking ban ordinance discussion item to the City Council early in 2023

FUTURE AGENDA TOPICS

The January meeting will include a discussion of the Subcommittee’s 2023 workplan for the year.

PUBLIC COMMENTS

There were no public comments.

ADJOURNMENT

Meeting adjourned at 9:15 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development & Housing
Specialist