



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

Tuesday, December 13, 2016, 6:00 PM

**Sans Souci Workroom & Lighting Restoration at 2027 Palmetto Ave, Pacifica
Courtesy of Cecelia & Nick Lindo, Business Owners**

The objectives of the Economic Development Committee are to:

(1) Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;

(2) Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and

(3) Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth..." City Council Resolution 27-2011, July 11, 2011.

1. Call to Order, Welcome and Introductions
 - a. Members: Peter Menard, Brent Shedd, Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Joves, David Leal, Victor Spano
 - b. City Council Liaisons: Sue Digre, Karen Ervin
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Sharp Park Businesses,
 - i. Pacifica Chamber of Commerce CEO Vickie Flores,
 - ii. EDC Web Presence Volunteers: Therese Sollars, Laura Allen, Esther Harris
2. (5 min.) Approval of October Meeting Minutes
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (5 min) Economic Development Manager Report
 - a. Anne Stedler, Economic Development Manager
 - i. Retail 101: EDC as hosts with invited guests

- ii. Palmetto: SBDC Support & Streetscape Info Kick-off: January date
- 5. (20 min.) Conversation with Sharp Park Businesses
- 6. (5 min) Chamber of Commerce Report
 - a. Vickie Flores, Chamber CEO; Victor Spano, EDC & Chamber Board Member
- 7. EDC Chair and Vice Chair Elections
 - a. Goals and expectations
 - b. Vote
- 8. EDC Priorities Planning – Part 1
 - a. Proposing Committee Priorities (Palmetto Outreach, ED Portal, Digital Presence, Physical Signage, Business District Focus)
 - b. Disband Palmetto Outreach Subcommittee.
 - c. Meetings with Anne or Work Chair
- 9. (4 min) Appreciations
- 10. (2 min. ea.) Oral Communication from the Public at Closing
- 11. Oral Communication from the Committee
 - a. Updates and reports from liaisons to Library Advisory Committee (LAC) and other committees
 - b. Topics for Future Meetings (see below)
- 12. (2 min.) Upcoming Meetings FYI
 - a. January 10, 2017 at 580 Crespi Dr, A1
 - i. Courtesy of John Chiv, Fog City Java Café Owner.
- 13. Adjourn

Topics for Future Meetings

1. Sporting Events in Pacifica (Victor Spano)
2. Signage (TBD)
3. Airbnb / TOT, Uber (TBD)
4. Support of Businesses During Disruption / Crisis (TBD)
5. Roles and sensitivity in conversation and meetings
6. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd) – fact sheets
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)