



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, June 13, 2017, 6:00 PM
Pacifica Police Dept. - Front Conf. Room
2075 Coast Hwy, Pacifica, CA 94044

CALL TO ORDER:

Roll Call:

Members: Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Joves, David Leal, Jonathan Mizrahi, Brent Shedd, Victor Spano

City Council Liaisons: Sue Digre, Mike O'Neill

City Staff Liaison: Lorenzo Hines, Jr.

Guest Speakers:

- a. Pacifica Businesses
- b. Pacifica Chamber of Commerce: Jamie Monozon, Victor Spano
- c. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott
- d. Pacifica Tribune: Horace Hinshaw
- e. SMSBDC: Paula Mattison Sierra and Robert Shoffner

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Approval of Minutes of May 9th, 2017 (distributed to EDC with Agenda)

Welcome New EDC Member: Jonathan Mizrahi

Oral Communication from the Public at Opening (10 minutes):

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

COMMITTEE COMMUNICATIONS (30 minutes):

1. Palmetto Outreach, Streetscape / Groundbreaking, David Leal
2. Digital Presence, Kevin Cubba
3. SBDC Series - Paula Mattison Sierra and Robert Shoffner
4. Staffing City Booth at Events, Jim Heldberg
5. Signage - Analysis of surrounding communities approach ;
Victor Spano
6. EDC Annual Report to Council, Samantha Hauser

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee (5 minutes)
2. Update from Chamber of Commerce (5 minutes)

Oral Communication from the Committee

1. Updates from Committee Members
2. Topics for Next Meeting

Oral Communication from the Public at Closing

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that was on the agenda.

ADJOURNMENT

ATTACHMENTS:

May 9, 2017 draft meeting minutes

NOTES:

Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.



DRAFT

Attachment 1

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
DRAFT MINUTES

Tuesday, May 9, 2017, 6:00 PM
Pacifica Police Dept. EOC Conf. Room
2075 Coast Hwy, Pacifica, CA 94044

1. Call to Order, Welcome and Introductions
 - a. Members Present: Kevin Cubba, Matthew Dougherty, Samantha Hauser, David Joves, David Leal, Victor Spano
 - b. Members Absent: Jim Heldberg, Brent Shedd
 - c. City Council Liaisons: Sue Digre, Mike O’Neill
 - d. Staff Liaison: Lorenzo Hines, Jr.
 - e. Guest Speakers:
 - i. Horace Hinshaw
 - ii. Pacifica Businesses
 - iii. Pacifica Chamber of Commerce: Jamie Monozon (absent), Victor Spano
 - iv. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott

2. (5 min.) Approval of April Meeting Minutes
Motion by David Joves. Seconded by David Leal.
Minutes approved by all, but Victor Spano (abstain due to absence)

3. (50 min) EDC Priorities – Work Task Reports
 - a. Palmetto Outreach, Streetscape / Groundbreaking, David Leal
David Leal presents construction and outreach plan. Construction to begin this upcoming week. Concrete to be poured June 26.
Committee discusses groundbreaking ceremony around the first construction phase.

 - b. Digital Presence, Kevin Cubba
Kevin Cubba mentions purchase of palmettoavenue.com that will cover groundbreaking and some imagery of the plans. After construction ends, website will become a downtown website.

Testing of Facebook ads was also discussed and committee will look into money needed for “Visit Pacifica” advertising

- c. Staffing City Booth at Events, Jim Heldberg
no report as Jim was absent
 - d. Signage - Missing road signs, temporary signs; Kevin Cubba
 - i. complaints from merchants
 - 1. Missing signs “Welcome Pacifica” at entry points
 - 2. Temporary sign enforcement, merchants are upset with the inconsistent sign policy
 - ii. Action items:
 - 1. retail signage along Highway 1, placement at right point prior to a no u-turn”
 - 2. review current city sign policy, feedback from PAC and Chamber of Commerce and send suggestions of an ordinance to planning department. Victor will look at existing documents and do some research on existing ordinances.
 - e. 2017 Annual Report Content, Samantha Hauser
Samantha presented framework for the 2017 EDC annual report. Next meeting she will have a draft presentation to review with committee regarding takeaways, goals, revenue, and challenges.
4. (20 min) LAC Group 4 Architecture Presentation to EDC.
Dawn Merkes from Group 4 Architecture re-envisioning library needs in Pacifica. Hosting a first round of outreach, online surveys and in-person meetings to assess library needs and services.
5. (10 min) Assistant City Manager Report, Lorenzo Hines, Jr.
Anne has left the city and Lorenzo is assisting with her EDC duties as well as Patrick
6. (5 min) Chamber of Commerce Report
 - a. CEO; Jamie Monozon (absent), Chamber Chairman; Victor Spano
Chamber CEO stepped down last month, now they have Jamie part-time and Victor assisting as co-CEO
June 24th 12-3PM Taste of Pacifica at Moose Lodge this year

7. (2 min. ea.) Oral Communication from the Public at Closing
Horace mentioned the Portola Anniversary is important to work on.
8. (10 min) Oral Communication from the Committee
 - a. Updates from Committee Members
Samantha requests hotel developers be put on agenda. Paula from SMSBDC reached out to pursue further Pacifica retail workshops. We would like to have her on a future agenda.
New Indian/Pizza restaurant in Fairmont opening
David Leal attending recent budget meetings, we have had to cut over \$1 MM from our city budget, how can EDC help increase revenue for the city
Kevin Cubba asks how can we help move the arch at Palmetto Avenue forward
 - b. Reports from liaisons
Mike O'Neill New EDC members will be selected and appointed for the June meeting
 - i. Library Advisory Committee (LAC)
 - c. Topics for Next Meeting
9. (2 min.) Upcoming Meetings FYI
 - a. June 13, 2017, Traveler, 5450 Hwy 1, Pedro Point Shopping Center
 - b. July 11, 2017, Silicon Segway, 205 Rockaway Beach #4

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