



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, January 9th, 2018, 6:00 PM**

**Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica**

## **CALL TO ORDER:**

### **Roll Call:**

- a. Members: Kevin Cubba, Matthew Dougherty, Michelle Hansberry, Samantha Hauser, Daisy Fong, David Leal, Jonathan Mizrahi, Grace Sobieski, Victor Spano
- b. City Council Liaisons: Sue Digre, Mike O'Neill
- c. Staff Liaison: Lorenzo Hines, Jr.
- d. Guest Speakers: Pacifica Businesses
  - i. Pacifica Chamber of Commerce: Jamie Monozon, Victor Spano
  - ii. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott
  - iii. Pacifica Tribune: Horace Hinshaw
  - iv. SMSBDC: Paula Mattison Sierra and Robert Shoffner

## **ADMINISTRATIVE BUSINESS (5 minutes):**

Approval of Order of Agenda

Approval of Minutes of August 8th, 2017 (Attachment 1)

Approval of Minutes Nov 14th, 2017 (Attachment 2)

## **COMMUNITY COMMUNICATIONS (10 minutes):**

### **Oral Communications at opening:**

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. 2017/2018 Goals/Work Plan - Kevin Cubba
2. Funds Request to Council to support EDC work - Kevin Cubba
3. Chair and Co-Chair Appointments for 2018

## **INFORMATIONAL ITEMS (10 minutes):**

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce - Victor Spano

## **STAFF COMMUNICATIONS (10 minutes):**

## **ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)**

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

## **ADJOURNMENT**

### **Notes:**

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



# DRAFT

## CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, August 8, 2017, 6:00 PM**  
**Silicon Segway**  
**205 Rockaway Beach Ave 4, Pacifica, CA 94044**

### **ATTENDANCE:**

Members: Victor Spano, David Joves, Jonathan Mizrahi, Kevin Cubba, Samantha Hauser, Jim Heldberg  
Members Absent: Brent Shedd and David Leal  
Guest: Lee Panza  
City Council Liaisons: Sue Digre, Mike O'Neill  
City Staff Liaison: Lorenzo Hines, Jr.

### **CALL TO ORDER:**

Chair Kevin Cubba called the meeting to order at 6:10 pm.

### **ADMINISTRATIVE BUSINESS**

*Approval of minutes July 18th 2017.*  
Samantha moves to approve minutes, David Joves seconds.  
Unanimously approved with no changes.

### **ORAL COMMUNICATIONS FROM THE PUBLIC**

None.

### **STAFF COMMUNICATIONS**

*Overview of Palmetto Street Project from Public Works*  
Lee Panza presented the different phases of the Palmetto project.

#### *Economic Data review*

Lorenzo Hines, Jr. provided an update on the current city revenue in regards to sales tax and Hotel TOT. He also clarified the percent of sales tax that actually makes it to the city after the state and county takes their cut. He cited the HLT report on top sales tax drivers: restaurants, fuel, We discussed TOT as a result of hotel occupancy rates. We can drive TOT by increasing occupancy rates, adding hotel rooms, and, if approved, charging short term rentals TOT as well.

### **COMMITTEE COMMUNICATIONS**

#### *Palmetto Project*

Paving and concrete work will be completed by fog fest  
Bulbout planters will only have soil in 1st phase. Rotary club has expressed interest in planting and maintaining them.  
Traffic flow changes - the Three way stop on clarendon.  
The Downtown Sign is part of 4th phase, but we'd like to get it down earlier for 'ribbon cutting'  
How is the arch going to be designed ( 100 year storm, fire and delivery truck heights, etc.)  
Suggestions for raising money for sign—need to get quotes for arch  
Victor and Samantha will spearhead the arch planning.

## *Signage*

Victor Spano

We discussed several signage related items:

- 1) Temporary, portable folding signs. Need to support Business that are not visible from HWY 1 to draw foot traffic into these areas. Other municipalities have regulations to allow temporary signs much like the real estate open house signs. Action: We will need to work with Planning to determine best way forward.
- 2) Highway signage - many were blown down during last year's storms and CALTRANS is slow to replace. Action: note downed signs and put in replacement request.
- 3) Rockaway beach commercial center sign. The sign is in rough shape. There have been discussions amongst merchants, the CoC and the City about a replacement. At this time, there are several proposals, but no funding as of yet. Action: Continue discussion about sign design, creation, installation and funding.

## *EDC Annual report*

Samantha discussed the 2017 EDC Annual Report to Council.

Staff submitted our request to get on the Council's Schedule for Sept.

## *Business Education/Training Seminars*

Victor, Kevin and Sam reported on the education series.

## *Palmetto Avenue*

EDC plans to revisit the original game plan and move to start marketing of the downtown area to both businesses and visitors.

## **INFORMATIONAL ITEMS**

### *Library Advisory Committee*

David Leal - working on site selection and funding.

### *Chamber of Commerce*

Victor Spano – CoC events

This Friday Trip distillery ribbon cutting. Check the CoC website for more.

## **ORAL COMMUNICATION FROM THE COMMITTEE**

Jonathan has contacts looking to find space for new restaurants in Pacifica; will talk with Victor to understand where to find available, suitable spaces.

Jim- The Rockaway sign to be replaced and should be a high priority.

Matt- Mobile food tax, we need to finding more tax dollars

Samantha – Working with Rotary Club and Public Works on a plantings in the bulbouts for Palmetto Street

Kevin – Reminded all expiring members that need to reapply for seats on the EDC board, if they wish to stay on.

## **ADJOURNMENT**

9:15pm



## CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, November 14th, 2017, 6:00 PM  
Pacifica Police Dept. – EOC Room, 2075 Pacific Coast Hwy, Pacifica

### **MEETING MINUTES**

#### **ATTENDANCE:**

Members: Kevin Cubba, Michelle Hansberry, Samantha Hauser, Daisy Fong, David Leal, Jonathan Mizrahi, Grace Sobieski

Members Absent: Matthew Dougherty, Victor Spano

City Council Liaisons: Sue Digre, Mike O'Neill

Staff Liaison: Lorenzo Hines, Jr.

Guest Speakers:

#### **CALL TO ORDER:**

Chair Kevin Cubba called the meeting to order at 6:15pm

#### **ADMINISTRATIVE BUSINESS:**

Approval of Minutes of Aug 8th, 2017. - No quorum for approval of minutes so postponed to next meeting.

David moves to change order of agenda. Samantha Seconds. Passes Unanimously.

#### **ORAL COMMUNICATIONS:**

No communications from members of the public.

#### **COMMITTEE COMMUNICATIONS:**

1. New Member introductions and EDC Knowledge Transfer - Kevin Cubba
2. Business Educational Series - Samantha Hauser, Victor Spano  
Business education series attendance has been increasing although we need to continue the events as a series.  
Facebook promotion reached 1000 people.  
Most recent meeting had 10 people.  
Perhaps reaching out to entrepreneurship classes at local colleges to increase attendance.  
Also the equalization state board may have classes that we may want to look into.

3. Palmetto Avenue Update - David Leal, Samantha Hauser  
Paving is going to occur this week  
There may be potential for grant sources to bring some of the phases up in timeline however more discussion needs to occur.  
Next step is to bring attention to the street once it's in a promotable state.
4. Funds Request to Council to support EDC work - Kevin Cubba  
Potential items needing funds -
  - Advertising promotion of events and Website funds
  - Pacifica booth at trade shows, economic events
  - Small expenses (food for events, training, and workshops, etc.)
5. 2017/2018 Goals/Work Plan - Kevin Cubba
  - Special meeting to discuss goals and work plan for next year
  - Lorenzo will send out scheduling poll to coordinate

## **Action Items:**

- Follow up with Mike and Don Horsley regarding grant funding for Palmetto (Sam)
- Follow up with State BOE on classes from Board of Equalization(Sam)
- Follow up regarding vacancies in Manor (Jonathan)
- Send out poll for scheduling special meeting (Lorenzo)

## **STAFF COMMUNICATIONS:**

- Intro to City Manager - Kevin Woodhouse
- Update from Assistant City Manager - Lorenzo
  - Passed out Committee Handbooks for new members

## **INFORMATIONAL ITEMS:**

1. Update by Library Advisory Committee - David Leal
  - One final community event on Saturday at the city 60th anniversary
  - Final proposal for dual service library model is being worked on for council early 2018
2. Update from Chamber of Commerce - Victor Spano
  - None

## **ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)**

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

## **ADJOURNMENT**

8:25 pm