



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, July 18, 2017, 6:00 PM**  
**Pacifica Police Dept. - Front Conf. Room**  
**2075 Coast Hwy, Pacifica, CA 94044**

## **CALL TO ORDER:**

**Call to Order 6:10pm**

### **Roll Call:**

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

**Members Absent: none**

City Council Liaisons: Sue Digre, Mike O'Neill

**City Council Liaisons Absent: Mike O'Neill**

City Staff Liaison: Lorenzo Hines, Jr.

**City Staff Absent: Sarah Coffey**

### **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

**No changes**

Approval of Minutes of June 13, 2017 (distributed to EDC with Agenda)

**Motions**

**Seconds**

**Passes unanimously**

## **ORAL COMMUNICATION FROM THE PUBLIC AT OPENING:**

None since no public present

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.

## **STAFF COMMUNICATIONS (5 minutes):**

1. Development project updates - Lorenzo Hines, Jr.

Lorenzo reads a list of projects that are moving through the planning process in Pacifica. David Leal mentions that the complete list can be found on the City of Pacifica's Planning Department website.

2. Economic Data review - Lorenzo Hines, Jr.

Lorenzo discusses the sales tax for the City of Pacifica. The city's sales tax has been flat for the last few years. The only change has been that the hotels have surpassed gasoline stations as far as total sales tax by type of business. Lorenzo asks the committee to consider how to increase sales tax revenue. Committee considers Airbnb and Marijuana business tax revenue. Lorenzo looks at some of the nearby cities along the Peninsula that have a good mix of homes and commercial space. There is a good balance in Redwood City, San Carlos, and Foster City and Pacifica needs to find its balance with less commercial space but still a balance that works and makes sense for the Pacifica community. Lorenzo is searching for a plan on how to get more revenues into the city since the City's expenses are rising, but the revenue is about the same with TOT and sales tax. Property tax has gone up, but it was discussed that sales tax is where the committee can have the most impact.

## **COMMITTEE COMMUNICATIONS (30 minutes):**

3. Palmetto Avenue Update, David Leal

David Leal thanks Samantha Hauser for her hard work in the groundbreaking event. 85-100 people showed up. PG&E has started digging for electrical work. Committee discussed the availability of money for a Palmetto Avenue arch and the design for the streetscape since committee has found interested donors for various items throughout the project.

4. Digital Presence, Kevin Cubba

Launched Palmetto Avenue website. The website will highlight progress of Palmetto initially and then show the businesses for the area and maps, etc. Kevin is in touch with the Pacifica Historical Society website as well and looking to help them with their webpage.

5. "In Pacifica" Promotion, Brent Shedd

Brent described this program that has evolved over time as a slide deck with things that cost very little money, but can draw tourists to Pacifica and thereby increase revenue for the City of Pacifica. Regarding painting telephone poles, PG&E said no to

this idea. Another example was using Beach Boulevard for food trucks, but Off the Grid wanted a busier location like the Linda Mar Beach parking lot. Other ideas included a pier jump, Sharp Park go kart Red Bull race, and a large fireworks display on fourth of July.

6. Signage, Victor Spano

Committee believes the signage conversations should be included in our annual report in September, Sue Digre mentioned that there are conversations happening now about signage and Highway 1 cleanliness, etc. for the preparation of the Portola Anniversary. The committee will make a recommendation to the City of Pacifica next meeting to ask for permission for the businesses and Chamber to be able to replace the sign at Rockaway Beach. (Fassler and Highway 1)

7. EDC Annual Report to Council, Samantha Hauser

Samantha will bring the draft presentation to the next meeting for the committee to review.

**INFORMATIONAL ITEMS (10 minutes):**

8. Update by Library Advisory Committee (5 minutes)

David Leal mentions that the Library is looking at all potential sites for a new library and the potential cost of a new library including the site across from Sea Bowl at Highway 1 and Fassler. (which is currently a large mountain)

9. Update from Chamber of Commerce (5 minutes)

Victor read aloud various Chamber events in the coming months.

**ORAL COMMUNICATION FROM THE COMMITTEE:**

10. Updates from Committee Members

David Leal: an event titled Palmapaluzza to benefit the Pacifica Resource Center will occur August 19. Traveler is having some pop up events in the coming weeks.

Samantha Hauser: There is a popular smoked fish restaurant that lost its lease in Half Moon Bay that requires an uncommon and expensive Type 2 Hood. If there is an open space Pacifica can accommodate or let them know, then the committee should reach out.

Jim Heldberg: There is a small company out of New Zealand currently visiting the US. They are looking at Jim's Segway shop to supply them Segways to convert into something even better. There is a small business expo on August 17<sup>th</sup> that the committee should think about attending (however the cost is quite high).

11. 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**

8:35pm

## **NOTES:**

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