



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, August 13, 2019, 6:00 PM

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

CALL TO ORDER:

Roll Call:

- a. Members: Louise McGinnis Barber, Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Approval of Minutes of July 9, 2019

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.

PRESENTATIONS (45 minutes):

1. Draft General Plan Update and Economic Sustainability, Christian Murdock, Pacifica Planning Department
2. KIMCO, Ranfie Ancelovi, Chrystelle Azcona and Spencer Ingram
3. Update on presenters and provision of questions:
 - a. September - K2 Clean Energy Capital, LLC
 - b. October – Jennifer Hoover Design
 - c. November – Confirm presenter

COMMITTEE COMMUNICATIONS (40 minutes):

1. Review Subcommittee Assignments and formalize changes
2. Review FY2019/20 Work Plan Progress, all subcommittees

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce – Archie Judan
 - a. Dog Surfing
3. Ohlone Portola Events - Daisy Fong

STAFF COMMUNICATIONS (5 minutes):

1. Pacifica Logo
2. Hotel Project Applications
3. Brown Act & Future Ethics Training Events

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Pub in the Park
2. Fogfest Follow up

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – September 10th, 2019
3. November 2019 Meeting has been moved to November 19th

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

MEETING MINUTES

Tuesday, July 9, 2019, 6:00 PM

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

Call to Order

Roll Call

A. Members: Rachel Cauteruccio, Matthew Dougherty, Sam Hauser, Archie Judan, Jonathan Mizrahi, Grace Sobieski, Daisy Fong, ~~Louise McGinnis Barber~~ (absent) , ~~David Leal~~ (absent)

B. City council Liaison: Sue Beckmeyer, ~~Mike O'Neill~~ (absent)

C. Staff Thomas Myers

Meeting start time 6pm

Administrative Business

Approval of order

Approval of minutes of June 11 2019 ***Sam moves and Grace seconds All approve.***

Public comment: n/a

Presentations

1. Potential future agenda Items
 - a. New IT hire for the city, regarding website updates***
2. Update on presenter
 - a. August - KIMCO Discussion on questions to ask
 - 1. How retail centers are changing? For example, gyms and things to do other than errands, 45 minute rule (customers should be in and out in 45 min)***
 - 2. How are newly opened businesses at their properties doing? For example, Panda Express***
 - 3. Do they have different leasing options?***
 - 4. Event Planning progress at their properties***
 - 5. Do they have mixed use plans in their centers? Like Westlake building housing***
 - b. September - K2
 - c. October - Jennifer Hoover Design

Committee Communication [*Vice Chair Matthew Dougherty to run meeting from this point forward*]

1. Review FY 2019/20 work plan

FY runs 7/1/19-6/30/20 Discussion regarding what can we finish by 6/30/20. Each subcommittee shall determine goals, milestones, timeline, and budget needs to be more efficient

Primary concern is how we can help people of Pacifica

 - a. Regarding subcommittee 1A: Use Pacifica Plan meetings to gather data, aggregate data will go on the City's website, give feedback online***
 - b. Regarding subcommittee 1B: subcommittee met and got updates to Thomas***
 - c. Search for work plan tracker to include at each meeting on each subcommittee's progress (Daisy)***

- d. **Regarding subcommittee 2A: Get things in front of new people, not just a NextDoor email. Posters, mailers, and Facebook can be utilized, Rachel made a poster for Plan Pacifica meetings and they are being distributed**
 - e. **Regarding subcommittee 2B: possibly add David Leal to committee working on a date that works with Congresswoman Jackie Speier's office, we are currently at the end of Phase 1, Phase 2 will be planned. City has set aside \$25k for improvements of bicycle racks and benches along Palmetto, Celebration should give thanks to everyone who had a part in making this happen and including those who helped get it started 20+ years ago**
 - f. **Regarding subcommittee 2C: Gather information from the City Manager and EDC Manager on any specific resources to share**
 - g. **Regarding subcommittee 3B: Jonathan added to committee, how can we generate customer loyalty, local stamp program, utilize resources we have such as discoverpacific.com, what incentives will businesses need in order to be willing to offer discounts? Educate people what is available online vs local, buy locally if possible, making more B2B connections, create a Pacifica specific Yelp campaign**
 - h. **Regarding subcommittee 3C: Daisy added to committee, Rockaway Beach is naturally visitor serving, but not every business there is**
2. West Sharp Park Business survey **[Will remove from future agendas]**
 3. Information Item
 - a. Update Library Advisory Committee - David Leal **absent, no update**
 - b. Update from Chamber of Commerce - Archie Judan **Taste of Pacifica a success and great turnout featuring local food establishments, will think through ticket pricing for next year since it may be too high based on feedback**
 - c. Dog surfing Chamber has a table at the event
 4. Ohlone Portola Event (Daisy Fong) GGNRA (11/2/19) **2 hikes planned, Pacifica Community Center event, 8:30am first hike, ends at 3pm**

Staff Communications

1. FY 19-20 City Budget Status
 - a. EDC funding request **\$7k approved**
 - b. West Sharp Park Phase 2 funding **\$25k approved from city**
2. Hotel project applications
3. Brown Act & Future Ethics Training Events **City Attorney planning for a September Brown Act training, Ethics will be separate event**

Potential future agenda topics

1. Pub in the park
2. Fog Fest follow up **Discussed ways to get data on who is attending the fog fest, offer free tickets to register for and get updates, information about the event**
3. Event opportunities **De-agendize this subject**
4. **IT new hire look at him coming in 2020 discussed Grace or Matt meeting with IT employee regarding past site updates**
5. **Erin Tormey from Coastside Farmers Market, possibly at the 11/19 meeting**



Oral communication from the committee

1. Updates from committee
2. Next scheduled meeting
3. November 2019 *Meeting moved to November 19th*

Adjournment 8:35pm



EDC Workplan FY1920
Action items to meet EDC objectives

I. Identification of New Businesses That Fill a Neighborhood Market Gap

- a. Conduct community surveys (online, at community meetings, etc.) designed to identify the specific types of goods and services lacking in neighborhoods and business corridors, and identify new businesses to reduce retail leakage;
- b. Develop and maintain a toolkit for potential start-up businesses in Pacifica - "How to Start a Business in Pacifica" - for posting to the City website and distribution to community organizations, residents and potential new business owners.

II. Forum for Exchanging Ideas, Education, Information

- a. Conduct community outreach, recruit & encourage residents & businesses to attend and actively participate in upcoming Planning Department efforts, including the Local Coastal Plan Update, General Plan Update, and Sharp Park Specific Plan meetings;
- b. Assist in the planning of a 2019 celebration of Sharp Park Phase I Streetscape Project and support future phases of the Streetscape Project by involving community organizations, the local business community, and area residents in the process;
- c. Reach out to local businesses and residents to identify opportunities to provide and educate about available City & County Resources.

III. Reach out to the Business Community, Residents, and Visitors

- a. Provide economic development education and information to community residents, businesses and visitors, including coordinating and promoting events and providing information on the benefits of shopping locally, new businesses in Pacifica, and visitor serving information;
- b. Assist the Economic Development Program with the coordination and implementation of the Shop Pacifica CA Campaign, in conjunction with the Pacifica Chamber of Commerce;
- c. Work with the Pacifica Chamber of Commerce and other Pacifica business supporting organizations through volunteerism and administrative support to centralize fragmented internet resources and promote Pacifica as a visitor-serving destination.

SUBCOMMITTEE ASSIGNMENTS

Workplan Item	Type of Effort	Level of Effort	Columns
1 A	Ongoing	2	Jonathan, David
1 B	Priority > Spearhead	10	Matthew, Samantha, Grace, Archie
2 A	Ongoing	5	Rachel, Grace, Samantha
2 B	Spearhead	7	Rachel, Daisy, Jonathan
2 C	Spearhead	8	Daisy, Matthew, Louise
3 A	Spearhead	6	Daisy, Matthew, Louise
3 B	Assist	8	David, Archie
3 C	Spearhead	10	Archie, Louise, Jonathan

