



# 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**

