



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

**Tuesday, March 10, 2020, 6:00 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica**

CALL TO ORDER:

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Samantha Hauser, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- 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 February 11, 2020

COMMUNITY COMMUNICATIONS (5 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 (40 minutes):

1. Erin Tormey, Coastside Farmers Market
2. Provide Questions for Chamber presentation next month
3. Update on presenters and provision of questions:
 - a. April – Pacifica Chamber of Commerce Board Members
 - b. May – Lynn Adams, meeting date confirmed for May 20
 - i. Location Changed to the Community Center
 - c. June – No Presentation, provide questions for Sherm
 - d. July – Sherm Frederick, Pacifica Tribune
 - e. August – No presentation
 - f. September – Open
 - g. October – No presentation
 - h. November – EDC Thanksgiving

COMMITTEE COMMUNICATIONS (80 minutes):

1. Review FY2019/20 Work Plan Subcommittee Progress
 - a. 3B Presentation and Workshop (Lyssa, Archie, and Daisy)
 - b. 1A Presentation and Workshop (Archie, Lyssa, and Farzad)

- c. Overviews from Remaining Subcommittees
- d. April Presentation: Group 2C (Matthew, Lyssa, and Grace)
- e. May Presentation: Group 3A (Daisy, Matthew, and Sean)
2. Mayors Walks- Subcommittee Group 3A (Daisy, Matthew, and Sean)
3. Annual Presentation to Council

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee – Grace Sobieski
2. Update from Chamber of Commerce – Archie Judan
 - a. Chamber publication
3. Fogfest Update – Archie Judan

STAFF COMMUNICATIONS (5 minutes):

1. Council Goal Setting and Budget Update
2. Beach Blvd Public Plaza Project
3. Hotel Project Applications

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Website Updates and IT Person
2. Pub in the Park
3. Caltrans Partnership
4. Welcome Committee for New Businesses and Increasing Awareness of EDC among Businesses
5. Redo EDC Thanksgiving

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – April 14th , 2020
3. May Meeting Date Changed to May 20, location changed to Community Center
4. No December 2020 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.



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	Budget	Level of Effort	Committee
1 A	Ongoing	\$500	2	Archie, Lyssa, Farzad
1 B	Priority > Spearhead	\$0	10	Matthew, Samantha, Grace, Archie
2 A	Ongoing	\$0	5	Rachel, Grace, Samantha
2 B	Spearhead	\$3,000	7	Rachel, Daisy, Farzad
2 C	Spearhead	\$750	8	Matthew, Lyssa, Grace
3 A	Spearhead	\$750	6	Daisy, Matthew, Sean
3 B	Assist	\$2,000	8	Lyssa, Archie, Daisy
3 C	Spearhead	\$0	10	Archie, Sean, Samantha





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES **DRAFT**

Tuesday, February 11, 2020, 6:00 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER: **6:08 PM**

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Samantha Hauser, Archie Judan, Farzad Saidy (6:42pm), Grace Sobieski, Sean Thompson (6:13pm)
- b. City Council Liaisons: Sue Beckmeyer, ~~Mike O'Neill~~ **absent**
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda **moved to approve by Daisy, Archie 2nd, passed unanimously**

Approval of Minutes of January 14, 2020 **moved to approve by Matt, Lyssa 2nd, passed unanimously**

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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PRESENTATIONS (40 minutes):

1. No presentation today
2. Update on presenters and provision of questions:
 - a. March – Erin Tormey, Coastside Farmers Market
 - i. Discuss & provide questions to Erin
 - What are the economic advantages of having a farmer's market?**
 - Is there an opportunity for another farmer's market in Pacifica Are you open to a new spot with better parking and less traffic?**
 - How many visitors from nearby cities vs. locals visit?**
 - Is a weekend day, in addition to Wednesday, an option to provide more access?**
 - Are local hotels driving traffic to the Farmer's Markets at all?**
 - What is a typical city farmer's market number of visitors and how does**

Pacifica's compare?

Are there additional spaces open in the farmer's market? For more businesses? What about for more local businesses?

Committee to email additional questions to Matt by Friday 2/14/20 to include for the next agenda?

- b. April – Pacifica Chamber of Commerce Board Members
- c. May – Lynn Adams, meeting date confirmed for May 20 **Motion by Archie, Grace 2nd, passed unanimously**
 - i. Staff to Provide Location – **Community Center 540 Crespi Drive**
- d. June – No Presentation
- e. July – Open
- f. August – No presentation
- g. September – Open
- h. October – No presentation
- i. November – EDC Thanksgiving

COMMITTEE COMMUNICATIONS (80 minutes):

1. May Meeting Date Changed to May 20
2. Review FY2019/20 Work Plan Progress
 - a. 2B Presentation and Workshop
 - Palmetto Streetscape Celebration subcommittee**
 - Members include Daisy, Rachel Farzad
 - The goal is to commemorate the completion of Phase 1 (undergrounding of utilities, light posts, bulb outs, bike lanes, etc.) and a soft kick-off for Phase 2 aiming for mid-May for nice weather
 - Would like to focus on being a celebration with booths, diagrams of Palmetto streetscape, speeches, refreshments, music, and a possible raffle drawing
 - Way finders directing passersby's to location (location TBD either in front of the Pacifica mural or in front of the pier)
 - Signage on light posts or even just the nearby ones strategically placed to commemorate Phase 1 and kickoff Phase 2
 - Potential street closure or parking closure for event
 - Proposed Speakers (Mayor, public works official/city manager, dignitaries, a Palmetto business owner or two)
 - Increase Engagement through visual aids (banner, Planning Department has some additional visuals)
 - Allow related organizations/committees to have a presence (Public Works/City, Library Advisory Committee, Planning Department, Chamber of Commerce, 501.org, Pacifica Resource Center, Cindy Abbott)
 - Promotion of event: Outreach to Sharp Park neighborhood, schools, PHS, city committees and departments, past EDC members and city council, City

of Pacifica Calendar of Events, Rotary, Chamber of Commerce, Connect with Pacifica, City Manager's newsletter, Beach coalition, Pacifica School Volunteers

- Eventbrite to gauge interest and estimate food

b. 3C Presentation and Workshop

- Subcommittee members Archie, Sean, and Samantha

- The goal is to synthesize all community calendars and fragmented resources and disseminate the resources appropriately

- Allow our local businesses to see what events are going on and then they can build marketing campaigns off of that information to attract more visitors

- Linking our natural resources to our local businesses

- Groups that we get information from Lions club, Rotary Club, schools, sports, etc., Coastside Culinary Kayak Adventures

c. Overviews from Remaining Subcommittees

- All subcommittees come up with a short name for their group

1A: no update

1B: updates will be quarterly and updates to How to Start a Business document will be completed as needed every now and then

2A: Grace, Sam, and Sue passed out Sharp Park Specific Plan fliers, people had very different ideas of what to see

2C: Farzad would like to help here too, looking to present more in depth in April

3A: similar to 3C need to formulate focus, looking to present more in depth in May

3B: formulating a marketing campaign of Shopping local here in Pacifica, communicating where your sales tax dollars go, reducing your carbon impact, 3B will present next month

d. March Presentation: Group 3B

3. Mayor's Walks

- Rotate between each city council member and they will occur quarterly

- Sam asked if subcommittee 3A can help coordinate these going forward, 3A will consider and report back next meeting

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee – Grace Sobieski

- no update

2. Update from Chamber of Commerce – Archie Judan

- viewed HGTV submission video, great job!

a. Chamber publication

- last month to get into the Chamber publication

- awardee dinner will happen soon, Archie will provide information to the EDC

3. Fogfest Update – Archie Judan
 - City council recognized Larry Passmore last night at the city council meeting for his work over the years as Fog Fest President
 - Board is looking for new board members and a new president

STAFF COMMUNICATIONS (5 minutes):

1. Council Goal Setting and Budget Update
 - Saturday, March 21st 9am-5pm staffed by Archie, Samantha, and Matthew
2. Beach Blvd Public Plaza Project
 - Evaluating RFPs that came in
3. Hotel Project Applications

More info from Thomas: May 11th is EDC presentation to council
Table Wine moving next to El Gran de Oro on Francisco Blvd.

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Pub in the Park
2. Caltrans Partnership
3. Tribune Online
4. Welcome Committee for New Businesses and Increasing Awareness of EDC among Businesses
5. Redo EDC Thanksgiving

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
 - Sue - next Tuesday Sherm Frederick will be presenting at the Rotary meeting 7:15am.
 - Beautification Advisory Committee Mural Subcommittee focused on government buildings the next one they are looking at is the public works building on Milagra
 - Grace asked if the IT manager is available to speak to the committee
2. Next Scheduled Meeting – March 10, 2020
3. No December 2020 Meeting

ADJOURNMENT 8:28 PM

Notes:

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

