

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

January 13, 2015
6:00 PM

Approved as Amended on February 10, 2015

In attendance were members: Brent Shedd, Linda Fahey, Peter Menard, Matthew Dougherty, Kevin Cuppa,

Council members: Sue Digre, Karen Ervin.

Absent: Jim Heldburg, Courtney Conlon, Michael Varney and Chris Porter Gabrielli

Staff: Lorenzo Hines and Mario Xuereb.

1. Call to Order

Chair Peter Menard called the meeting to order at 6:08 pm

2. Welcome New Council members to the Committee

3. Approval of December 9, 2014 Minutes

Kevin Cuppa and Matthew Dougherty requested a change to indicate they had abstained from the vote.

Matthew made a motion to accept the Minutes with the change listed above. Linda seconded. The motion passed.

4. Review and Discussion of:

- Economic Development Committee Resolution

Sub Committee organization was created in accordance with resolution No. 27-2011 and is as follows:

Sub Committee #1 to review and develop plans to improve customer service in departmental interfacing with current and potential Pacifica businesses.

Chair: Matthew Members: Linda, Sue, Peter

Sub Committee #2 to facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development.

Chair: **TBD** Members: Karen, Sue

Sub Committee #3 to devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

Co-Chair: Brent and Kevin

Brent made a motion to adopt that if a member of the committee were to have 3 unattended consecutive meetings that they will be removed from the committee and replaced. Kevin seconded. The motion passed unanimously.

- Draft Economic Development Plan

The Committee reviewed the plan and as per the council accepted the plan as a resource.

The Committee will discuss commercial property vacancy and turnover statistics at a later date.

- Proposed Utility Pole Art Program

Committee reviewed presentation and are in favor of the idea.

Kevin inquired about the wifi infrastructure that still exists on the utility poles and discussed potential for revamping city wide wifi.

- Letter to PG&E regarding Utility Pole Art Program

Lorie has contacted Scott Hart from Pacific Gas & Electric to follow up on the letter that was sent on October 27, 2014. The matter is still being discussed.

5. Chamber Update

No members of the Chamber in attendance

6. Oral Communications from the Committee

While discussing the City of Pacifica website, Brett brought up the idea of alternative approaches to benefit Home Owners, Visitors and Pacifica Businesses. These included an app and a hackathon with a potential prize.

With anticipation of the New Economic Development Director position to be filled in the near future, the Committee discussed the direction of the committee to coexist with the new position. The Committee would like to discuss and review the job description to get a better understanding and to prepare for the arrival of the new ED director.

While setting up subcommittees, the discussion of a survey of local businesses arose and will be further discussed at the following meeting. This discussion will be supported by each sub committee's perspective for questions that would be asked to Pacifica's business owners. The intent is to get a pulse of local business and to encourage the business community to participate in economic development.

7. Oral Communications from the Public

Horace Hinshaw representing the *Pacifica Tribune* was in attendance and would like to inform the committee and new members to keep Sports in Pacifica as a priority. He also recommended that new members contact the original members to get some historical perspective of the committee.

8. Next Meeting Date – February 10, 2015

Meeting Adjourned at 7:48 P.M