



## CITY OF PACIFICA

# ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, May 12, 2015

6:00 PM

POLICE DEPARTMENT CONFERENCE ROOM

2075 Coast Highway

1. Call to Order
2. Introduction of New City Staff: Planning Director and Economic Development Manager
3. Approval of March 10, 2015 Minutes (Attachment 1)
4. Ad Hoc Committee Reports & Discussion
  - a. Palmetto Ave. Activities
  - b. Special Event Process
  - c. Vacant Commercial Space
  - d. Signage
    - i. Vote to officially create signage ad hoc committee
5. Topics for Committee Discussion and Possible Action
  - a. Sporting Events in Pacifica
  - b. City Hall Listens – report of outcome of the “Denny’s” question
  - c. Utility Box Art around Pacifica
  - d. Update on City’s request to PG&E to add art to utility poles

6. Chamber of Commerce Update
7. Oral Communication from the Public
8. Oral Communication from the Committee
9. Topics for June Meeting
10. Select date for September Meeting with Council
11. Next Meeting Date: June 9, 2015
12. Adjourn

**Topics to be Scheduled**

A running list of topics/projects not to be discussed on the current agenda but tracked by the committee for possible future consideration or action.

1. Preparation of an Annual Report to be presented to the City Council in September
2. Reorganization- Election of Chair/ Vice Chair (November)

CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES

March 10, 2015  
6:00 PM  
Police Station

In attendance were members: Brent Shedd, Linda Fahey, Peter Menard, Matthew Dougherty, Kevin Cubba, Jim Heldberg, Courtney Conlon, and Chris Porter Gabrielli.

Council members: Sue Digre, Karen Ervin.

Absent: Michael Varney

Staff: Lorenzo Hines, Lee Diaz, Ray Donguines, Van Ocampo and Mario Xuereb.

1) Call to Order

Chair Peter Menard called the meeting to order at 6:03 pm

2) Approval of February 10, 2015 Minutes

Jim noted some minor changes to Exhibit A and was changed. Sue also recommended to change the title of Ex. A to say "Recommendations from the *Draft Economic Development Plan Report* plus additions made by the Economic Development Committee in April 2014"

Brent made a motion to accept the Minutes with the change listed above. Linda seconded. The motion passed with Chris Porter abstaining.

3) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities

Peter reported that the ad hoc committee would like to focus on developing a communication plan with a purpose to inform and bring good will to the Palmetto Community. This will also be a chance to highlight opportunities for the community to get involvement with the project. Peter also brought up the idea to have a committee walk through Palmetto to take the temperature of the business community.

Peter also would like to try to speak with the vacant property owners to determine if there are any plans to improve the property with the new changes.

Sue gave a short recap of the previous night's Council meeting and the changes to items. She mentioned the changes made to item 8 relating to the Streetscape Project which were

made to bypass the review stage from the committee and move forward with the project. The council allotted ERAF money to fund the project.

i. Palmetto Streetscape Presentation by Public Works Director Can Ocampo

Van delivered his presentation highlighting the changes of phase 1a of the Streetscape project. These changes include: sidewalk widening, bulb outs of street corners, mid street plaza, infrastructure for irrigation, storm water drains, and lighting, improved handicap ramps and the installation of pre purchased decorative streetlights. Van also laid out the remaining improvements in the later phases and their costs.

Chris mentioned that future trash capture devices would be the responsibility of Recology of the Coast and they would pay for these devices.

Chris and Brent mentioned that the Beach Blvd area should consider this an increase value due to the improvements and that the developers should subsidize the costs associated with the portion directly in front of their area.

Brent raised the possibility of getting the cosmetic items of the later stages like benches, bike racks, etc. donated similar to the Linda Mar Trail benches.

Chris joins the Palmetto Ave. Activities subcommittee.

ii. DRAFT Palmetto Design Guidelines

No discussion

b. Special Event Process

Linda requested another month for further research and development. The subcommittee is working on generating a document to present during next month's meeting that will cover the whole spectrum of putting on an event in Pacifica.

c. Vacant Commercial Space

Kevin mentioned that from the perspective of a person looking for a commercial space in Pacifica, it was very hard to find information about available spaces. However, Kimco does a good job of giving the spaces it leases representation. They provide analysis of the area that would help a potential business. Non-Kimco areas do not have accurate listing or information about vacancies which includes the City of Pacifica Website. The Pacifica website shows no vacancies at all because it is not current. Kevin suggested some sort of classified ad on the City webpage that would advertise current commercial vacancies.

Chris mentioned that she can provide ownership information of vacant properties.

4) Topics for Committee Discussion and Possible Action

a. PG&E Utility Pole

PG&E responded to the Committees email saying that they are allowed to paint the utility boxes but the poles are off limits due to a safety regulation. We are however able to paint utility poles 6 feet and below.

Courtney and Chris suggested that the committee take a look at certain boxes that are considered eye sores and consider painting over those certain ones.

b. Signage

Chris mentioned she is preparing a working document that will address the issues that local businesses are trying to navigate with the City's sign ordinance. This document will focus on coming up with neutrally beneficial solutions of these issues which will be brought to the committee for input. This would then be brought to the City Manager with the intent to eventually be brought to City Council for adoption.

Courtney mentioned that certain cities Police their ordinances in different ways to benefit businesses.

A Signage ad hoc committee was suggested by Matthew and created with no objections. Chris and Courtney will co-chair with Linda and Matthew as members.

5) Chamber Update

The Chamber of Commerce will be hosting "Magnetize Your Online Presence through Social Media" with speaker: Karla Erovick. This will be a workshop to assist businesses to use Social Media and develop a road map for managing social media platforms. There will be two 1.5 hour workshops that will take place on May 6<sup>th</sup> and the locations will be announced shortly.

Upcoming events include:

Networking @ Nite, March 25<sup>th</sup> @ Devil Slide Tap Room, 5:30pm to 7pm

Networking @ Nite, April 22<sup>nd</sup> @ Pacifica Batting Cages, 5:30pm to 7pm

Networking @ Nite, May 27<sup>th</sup> @ Best Pets (Fairmont), 5:30 pm to 7 pm

Taste of Pacifica, June 6<sup>th</sup> @ Nick's Restaurant

6) Oral Communications from the Public

Linette Morales of the Sanchez Art Center was in attendance and wanted to inform the committee that she is available to assist and discuss any topics that relate to the Sanchez Art Center. She mentioned that she is more than willing to partner to with the Streetscape program as well as the utility boxes.

Horace Hinshaw from the Pacifica Tribune informed the committee members that he would like to move forward with his story about the members of the committee and to have them all submit a picture to him for publishing.

7) Oral Communications from the Committee

Kevin inquired about the official email policy for committees and wanted to know more about the City emails that the committee will be receiving to communicate. He also informed the committee

that he received permission to post a drone fly over video of all of Pacifica on the Visit Pacifica website.

Jim informed the committee that he is in contact with Black Bear Dinner for a potential replacement for the Denny's.

Peter mentioned he would like to involve guests more into our meetings to spark new dialogue about our current topics.

8) Topics for April Meeting

Sue would like to bring back the sports topics that were discussed in previous years for further discussion.

Continue to update on progress of committee member's projects and Ad Hoc committees with the addition of the new Signage Ad Hoc committee.

9) Next Meeting Date – April 14, 2015

Meeting Adjourned at 7:52 PM