



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

**Tuesday, July 12, 2016, 6:00 PM
2120 Palmetto Avenue, Florey's Book Co.**

1. Call to Order
 - a. Members: Peter Menard, Brent Shedd, Tonia Boykin, Kevin Cubba, Matthew Dougherty, Jim Heldberg, David Joves, David Leal, Victor Spano
 - b. City Council Liaisons:, Sue Digre, Karen Ervin
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Pacifica Asst. City Manage, Lorenzo Hines, Jr., Pacifica Chamber of Commerce CEO Vickie Flores, EDC Web Presence Subcommittee Therese Sollars

2. (5 min.) Approval of June 22, 2016 Minutes

3. (2 min. ea.) Oral Communication from the Public at Opening

4. (20 min.) Presentation on City2016-17 Budget

5. (3 min.) EDC Role and Palmetto Streetscape – Update

6. (3 min.) Upcoming Meeting Schedule
 - a. City Council – Saturday, July 9 Goal Setting Meeting; Mondays: July 11 and 25, August 8 and September 12
 - b. EDC – Tuesdays: July 12; August 9, September 13

7. (20 min) Work Group Reporting and EDC Annual Report Content Discussion (Attachment: EDC 2015 Annual Report)
 - a. Palmetto Avenue Business Outreach – David Leal
 - b. In Pacifica – Brent Shed
 - c. Web Presence – Kevin Cubba
 - d. Data Gathering – Peter Menard

e. Other topics to include in Annual Report

8. Chamber of Commerce Report – Vickie Flores , Chamber CEO and Victor Spano, EDC and Chamber Board Member
9. Economic Development Manager Report – Anne Stedler, Economic Development Manager
10. (2 min. ea.) Oral Communication from the Public at Closing
11. Oral Communication from the Committee
 - a. Updates and reports from liaisons to other committees
 - b. Topics for Future Meetings (see below)
12. Next Meetings for EDC Members
 - a. Next EDC Meeting Date: **Aug 9, 2016**

Topics for Future Meetings

1. Sporting Events in Pacifica (Victor Spano)
2. Signage (TBD)
3. Airbnb / TOT, Uber (TBD)
4. Support of Businesses During Disruption / Crisis (TBD)
5. Roles and sensitivity in conversation and meetings
6. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd) – fact sheets
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)

Attachments: Minutes, June 22, 2016 Meeting



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, June 22, 2016, 6:00 PM

(Rescheduled from June 14, 2016)

**Little Brown Church – a Restoration by the Pacifica Historical Society
1850 Francisco Boulevard**

Present: Tonia Boykin, Matthew Dougherty, David Leal, Peter Menard, Brent Shedd, Jim Heldberg (6:34pm arrival), David Joves (6:34pm arrival)

Excused: Kevin Cubba, Victor Spano

City Council Liaisons: Sue Digre, Karen Ervin

Guest Speakers: Pacifica Chamber of Commerce CEO, Vickie Flores

City Staff Liaison: Anne Stedler

Guest City Staff: Van Ocampo, Director of Public Works, and Lee Panza, Associate Civil Engineer

1. Call to Order

Chair Peter Menard called the meeting to order at 6:19 pm.

2. Approval of April 19 and May 10 Minutes

Brent moved to approve the April 19th minutes and I seconded. I then moved to approve the May 10th minutes, Sue seconded, and both passed unanimously

3. Oral Communication from the Public at Opening

BUSINESS OPPORTUNITY!

Diana Conte, CEO of PARCA introduced the Devil's Slide Run/Devil's Slide Ride Event scheduled for July 23, 2016. Diana emphasized the event's ability to bring people from

around the country and her hope that these athletes will stay in Pacifica and patronize our destinations, restaurants and hotels.

The event showcases Pacifica as a destination for endurance athletes and sports. The course is tough, equivalent or tougher than the well-known La Fonda in Sonoma County.

Diana offers several ways for Pacifica businesses to showcase their services:

- Free announcement space on the Devil's Slide Ride/Run event web site to the event participants and feature their services.
- Coupons and other give-aways will be put in goody bags for participants
- The opportunities for small businesses are significant and flexible: restaurants could feature a carbo load meal, a "PARCA Ride/Run Special", or just communicate their regular menu.

- Businesses who want to gain visibility by making contributions to the breakfast and lunch provided to participants at the Community Center on Crespi are also welcome.

Please contact Diana Conte at dianac@parca.org or 650 312-0730 x 101.

Cards marketing the event were provided to each person present. (EDC TASK: Anne is distributing cards to Pacifica businesses; if you can take cards to your place of business or your kids' child care, or your service club...., call Anne for supply.)

Cindy Abbot, Sanchez Art Center CEO offered to partner with PARCA and open the galleries during the weekend of the race. She reminded the EDC that she is always willing to do this if there is a show in house.

4. Economic Development Committee Annual Report

Peter shared with the committee that he would still like to record the presentation and have each work group film their individual remarks.

EDC COMMITTEE TASK:

Peter asked each subcommittee lead to bring a list of information to include in the Annual Report to our next meeting.

5. EDC Role and Palmetto Streetscape – Public Works and Economic Development

- a. Introduction and update from Palmetto Avenue Business Outreach Subcommittee

Peter Menard recalled that Lorie Tinfow first presented the Streetscape in Winter 2015 and asked the EDC to be a communication arm of the City, reaching merchants and citizens in general to explain the streetscape goals and status.

Anne stated that the streetscape project is planned as part of achieving the long-standing goal in the city's General Plan to make Palmetto a Main Street for Pacifica. The plan dates to 2012-13, before any of the staff and most of the EDC members were present or involved. After analyzing the 2013 plan, Anne was concerned about two issues:

- That complete removal and replacement of existing sidewalks and the long construction period would be too disruptive to the small businesses, the businesses the project is intended to support.
- That in the last 30 years cities have designed expensive streetscapes with the idea that they would create a retail street, only to find out after failed attempts that there are many elements, most market driven, to achieve the retail goals. In the discussion, she will identify the things that give cities the best results, the most success for the streetscape.

Van Ocampo explained the escalating cost of construction, which reflect the volume of construction, and therefore the high demand for construction services

in the Bay Area. Van's colleagues in the Cities of Belmont and Redwood City have received bids 25-30% over the Engineer's Estimates. Furthermore, some bids aren't even attractive: a recent job for the Beach Boulevard repairs (concrete) didn't attract any bids.

Rising construction costs are a threat to the Palmetto project because of the city's limited resources. This project has received one major (\$1M) grants but other applications have been denied. Many grants are tied to greenhouse gas reduction and this project doesn't score well on that criteria. The City also faces multiple demands for its funds. Therefore, it makes sense to manage this project scope so we get the biggest bang for the buck.

The EDC continues to have conversations with the existing businesses on Palmetto and to consult their owners on their concerns and questions.

For all these reasons, Public Works and E D staff are presenting an alternate plan for the Palmetto Streetscape that is more likely to benefit the merchants, the pedestrian, and to be completed.

- b. Project Description & Opportunities, by P W Director Van Ocampo, Associate Engineer Lee Panza and E D Manager Anne Stedler

Staff presented the key components of the 2013 Plan in comparison with the Alternate, using a chart (Attachment 3), and responded to questions from the committee.

David Leal asked about the concern of the Sharp Park community regarding cars recklessly turning at Clarendon Road. Van Ocampo explained:

Karen Ervin asked about the location of the bicycle lanes and Van responded that the lanes for bicycles are complete bicycle lanes throughout the streetscape.

Brent Shedd suggested the color of the bike lanes should be different as an added safety feature as the City of SF does. Van agreed and pointed out that the color also helped with the conflict Karen Ervin had raised.

Anne highlighted the merchant's largest concern of lack of parking.

David Leal suggested the priority be given to maximize parking and leverage spaces for businesses.

Brent thinks further policies should be produced to enforce parking situation.

Jim Heldberg asked if there will be any parking garages within this plan and Anne confirmed there are no garages included in this streetscape plan, but that parking is a priority in the overall context of making the Palmetto Main Street.

Jim also asked what specialty lighting is and it was confirmed that these are similar to Christmas lights and lights to create ambience for the area.

Street trees were discussed.

- The impact of coastal salt air and wind on street trees is detrimental: Van's team planted the several suggested tree species with drip irrigation at the street frontage on the edge of Montecito and Palmetto: few survived in the four years since planting. Some of them withered when the foliage grew above the height of the protective wall.
- Merchants also have complained that trees block business signs and storefronts.

For these reasons Instead of 2013 plan for canopy trees, low-growing plants are recommended in the Alternate Plan.

Jim asked what the cost is for the two plans. Van stated that right now they are working on estimates and order of magnitude. Staff knows that removing the extensive demolition and concrete work, and the all new drainage in the 2013 plan will substantially reduce the cost. It will put the project cost within the \$2.9M budget City Council has allocated. There is still a need to get City Council approval for the Alternate Plan, and we won't know final costs until the bid is received.

Anne highlighted that EDC will continue to reach out to merchants along Palmetto and that the next EDC meeting will be located near Palmetto for citizens.

Peter expressed thanks to Van and Anne for keeping the ball rolling despite the fluctuating context of construction cost and grant funding possibilities. He said the idea that we have scaled costs back while still including, and in some cases improving, desired results is positive.

Brent asked, what do we need to do so this will actually happen and what support does Van need to proceed? Van said the project should continue begin in the first quarter 2017. There is currently a \$1 M federal grant already received for the project for the 2016-17 year beginning in October 2016. This also includes matching funds from the city. Estimated project cost is \$2.4 M and the City has secured \$2.9 M of funding total. Next steps, Van said include the need to educate and mobilize the public to express their thoughts now and for the EDC and city to communicate the benefits of the Alternate project.

Jim Heldberg asked what action the EDC should take, and after discussion of several people Peter Menard summarized by saying that the Alternate is a way to get the streetscape done and still achieve most and in some cases, more than the original plan, while the original plan is now infeasible and would cause the merchants great disruption for a long time. EDC's recommendation is important to keeping the streetscape project alive.

Jim asked if it would make more sense to just to what blocks we could, and progress incrementally. Van explained that that would be extremely expensive, because the contractor would have to mobilize repeatedly.

Tonia Boykin asked ... [obtaining that from]

The Chair called the question for support of the Palmetto Alternate Plan, it was moved by Dave Joves and seconded by David Leal and passed unanimously.

EDC MEMBER ACTION: Brent, Peter, David Leal, and Sue, will meet before the July meeting to discuss attracting businesses to the Palmetto Main Street.

6. Upcoming Meeting Schedule – **EDC MEMBER ACTION**
 - a. City Council – Hold Mondays: July 11, July 25 and September 12
 - b. EDC – Tuesdays: July 12; August 9, September 13
 - July 12 to be located in Sharp Park West
 - August 9 location sought in Fairmont
 - September 13, final review of Annual Report to City Council

7. Work Group Reporting in anticipation
 - a. Palmetto Avenue Business Outreach – David Leal
 - Successful walks along Palmetto, will plan more visits in the coming weeks
 - b. In Pacifica – Brent Shedd deferred to Anne, who said there are continued efforts to move “In Pacifica” forward and solve related concerns.
 - c. Web Presence – Kevin Cubba
 - Kevin is out traveling through Peru
 - d. Data Gathering – Peter Menard
 - He is working on survey to gather more information, and planning that in relation to existing business data.

8. Chamber of Commerce Report – Vickie Flores , Chamber CEO
 - 14th Annual Taste of Pacifica was a success! SF magazine, SF travel magazine, KGO all want to highlight Pacifica as a regular spot in their media and print publications. Pacifica's Mori Point Trail was included in Top 10 Trails, The Pacifica Castel was included in Top 15 Castles!

BUSINESS OPPORTUNITY: Chamber is hosting a job fair 6/30 from 10am-3pm at the Lighthouse Hotel to bring prospective employees to Pacifica. It is open to all businesses and schools regardless of Chamber membership. Businesses should contact the Chamber. Vickie left fliers for all persons present. This responds to the ongoing need for employees throughout Pacifica.

Boys and Girls Club on 955 Yosemite Drive is a Chamber project: a company has donated labor to remove 10' high weeds, the muralist who painted the recently dedicated Crespi Mural will launch a mural project on the building exterior wall, and Vickie has personally reached the Boys and Girls club leadership and the Mayor and Councilmembers in South San Francisco to ask for attention to their club located at this site. The building will also be used as a teen center with the Chamber's help.

Jeffrey Lew, new liaison to Jerry Hill met with Vickie for a 5-hour tour of Pacifica during which she offered information on recent local projects and news.

BUSINESS OPPORTUNITY: The Entrepreneur Mixer at Florey's Bookstore is scheduled for July 28. Vickie assured the EDC of her commitment to remove any aspect of sales from the mixer and focus on the opportunities to connect with the entrepreneurs.

Vickie is launching an extreme makeover for the Kiosk at Rockaway, working with sponsors to update the kiosk and add a digital display.

Vickie has identified a local photographer who has terrific close-up shots of local sea and wildlife. The Chamber will use his photographs in the upcoming Chamber Directory – “the best whale photograph you have ever seen!”

9. Oral Communication from the Public at Closing

Property owner of 1614 Palmetto (building at the SWC of Paloma where Vintage Cove Antiques operates) asked what they can do at their property with two garage spaces (total 1100 sf) they want to convert to retail space. They are very encouraged by the streetscape plans. Anne will meet with them.

Vickie suggests that the message to the Palmetto businesses and property owners needs to recognize that merchants

- Need to see demonstrable results, “even a little part of construction” will go along way.” Words no longer effective due to long delay after project was promised.
- Say that we understand the project is way overdue.

- Lack of money will not be believed given the Tribune article about the City finding \$4M for streetscape funding.
- Be honest with deliverables and timeline dates.

Mike Bell, resident on Beach Boulevard mentioned that the whales are very active this year and are bringing in many tourists and residents to the area.

Mike suggested that lighting can create a special community feeling and it is much easier to manage and less expensive to implement. Cities can also use modular planter boxes and benches to mark off parking space areas for non-parking uses-- a low cost option to change the ambience of the area.

10. Oral Communication from the Committee

a. Updates and reports from liaisons to other committees

Sue Digre met with CalTrans (part of the follow-up to the August 2015 traffic snarl) and she asked for freeway signage for businesses, schools, parks, etc.

Sue mentioned the County has contacted staff at the City about planning for the Portola Anniversary

David Joves expressed thanks to Vickie on Taste of Pacifica and its success. He said it was a very enjoyable event.

Jim Heldberg mentioned we should capitalize on whale watching and added tourism it will bring.

Karen Ervin expressed thanks to everyone present for the extra effort and commitment to making things happen for Pacifica.

Peter Menard expressed thanks to the Little Brown Church for hosting tonight's meeting. Peter will be attending an upcoming event on the quarry and hopes to learn more about that project.

b. Topics for Future Meetings (see below)

11. Next Meetings for EDC Members

a. Next EDC Meeting Date: **July 12, 2016**