



CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

Meeting Minutes

Tuesday, February 13th, 2018, 6:00 PM
Police station EOC room, Pacifica, CA 94044

Members in Attendance: Grace Sobieski, Samantha Hauser, Kevin Cubba, David Leal, Daisy Fong, Jonathan Mizrahi

Staff Liaison: Lorenzo Hines

City Council Liaison: Sue Digre

Administrative Business:

- Meeting called: 6:15pm
- Approval of Order of Agenda: Kevin motioned for approval of order of Agenda. Samantha seconded.
- Minutes from last meeting: Kevin motioned for approval, Sam seconded. Passes unanimously (5-0)

Community/Public Communication:

Tony Williams spoke to the committee about the process and permit for opening a recreational marijuana club. Would like the city to issue temporary permits.

Committee Communications:

Followed-up on 2018 Goals/Workplan:

- A. David organized the goals under the themes discussed in January's meeting and aligned them to council mandates.
 - David went through list of ideas from the Dec. special session meeting and categorized them according to theme/mandate. Those ideas that were out of scope were not included.
 - David asked for feedback. Sam suggested broadening hotel proposal and moving "Assist with finding and Marketing Potential Hotel Sites for ToT" under the business development section (column 2).
- B. Discussion on bringing developers/restaurateurs to speak to EDC to understand what they look for when deciding to open a business/restaurant in a city.
 - Need an easy step-to-step guide for people who are interested in opening a business in Pacifica.
 - Bring in an existing business to discuss their experience with operating a business in Pacifica and the permit process.

- First, we need someone from Engr and Planning/Finance to educate EDC about the process and provide insights to zoning, fire inspections, obstacles, etc. Lorenzo will look into scheduling for March's meeting.
 - Sue mentioned there was some work done prior and will check with planning to find out where the documents live. Sue sent email to her contact asking for the documentation.
- C. Committee members signed up for goals/workplan and formed sub-committee to work on them.
1. **Improving Customer Service (Column 1):** Grace
 2. **Business Development and Improvement (Column 2):** Jonathan and Sam. Lorenzo suggested going to the Board of Equalization website to get average sales percentage for different business types.
 3. **Outreach/Marketing of Pacifica (Column 3):** Kevin, Daisy & David

David to act as a floater for the other sub-committees.

Each sub-committee need to evaluate effort and prioritization of ideas listed and come to the next meeting with a well-defined problem statements.

- Lorenzo to check with city attorney on meeting sub-committee.

We need to engage the absentee committee members and have them sign up for sub-committees so everyone participates and contributes.

Informational Items:

- David provided update on LAC.
 - Council approved dual branch: one large branch and a small satellite branch. Council selected existing Sharp Park location for the large branch.
 - Next steps: LAC will continue to study feasibility of operating 2 branch. Follow-up to assess how Pacifica can operate 2 libraries. Funding is for staffing of one library.
 - David asked for volunteers to be LAC liaisons since as EDC Chairman his responsibilities are increasing/
 - For now, David will continue to be our LAC liaison.

- Sam volunteered to be the Palmetto project liaison.

Staff Communications:

- Sue updated the team on the Ohlone-Portola celebration and planning. Would like the committee to be involved in the planning and figure out what Pacifica can do to promote and participate.
- County started a historical trail events. Sweeney ridge is most requested visitor site from all around the world.
- Mike Perez wants to come in and present to the committee about how they plan to promote Portola Ohlone Celebration. Need to put him on the March Meeting Agenda.

- Lorenzo provided an update on the Economic Development Manager position. Today held interviews and narrowed it down to a few candidates. Would like to have Sam and David meet with candidates to get a feel on fit in terms of philosophy, etc. Hope to have someone on board by March.

Meeting adjourned 8:06pm. Kevin motioned for meeting adjournment. Sam seconded.

Follow Up Items:

Action Items:

1. **Lorenzo:** will check with City Attorney on sub-committee meetings.
2. **Sub-Committee Members:** Need to evaluate effort and prioritization of ideas. Come to March meeting with a well-defined problem statements.
3. **Lorenzo:** will ask someone from Engr/Planning/Finance to provide an overview of permit process including zoning, fire inspection, and obstacles. Plan to have on agenda for March EDC meeting.
4. **Lorenzo** to schedule meeting with Sam and David to meet with EDM candidates.
5. **David/Sam?** Schedule Mike Perez for March Meeting to present how they plan to promote the Portola event.
6. **Sue** sent email to planning to get documentation on step-to-step guide to open a new business in Pacifica. (Done).
7. Need to check with the Chamber of Commerce to see if they have a guide for how to open a business in Pacifica.
8. **David/Sam?** Engage the committee members who were not present in today's meeting to sign up for sub-committees. Do we wait till March??
9. **David** move "Assist with finding and Marketing Potential Hotel Sites for ToT" under the business development column.