



CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, August 14, 2018, 6:00 PM start time 6:06 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER:

Roll Call:

- a. Members present: Kevin Cubba, Matthew Dougherty, Samantha Hauser, David Leal, Jonathan Mizrahi, Daisy Fong (6:27pm arrival), Rachel Cauteruccio, Grace Sobieski (7pm arrival)
- b. Members absent: Jamie Monozon
- c. Others present: Archie Judan (Chamber of Commerce), Darlene Gonzalez (Chamber of Commerce)
- d. City Council Liaisons: Sue Digre, Mike O'Neill
- e. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (10 minutes):

Approval of Order of Agenda

- Sam motions for Community Communications to be moved before approval of the minutes. Motion approved unanimously.
- David motions to remove approval of Minutes of April 10, 2018 because minutes are not completed yet and to move the rest of the approval of minutes after presentations and committee communications. Motion approved unanimously.

Approval of Minutes of June 12, 2018 **Passed unanimously.**

Approval of Minutes of July 10, 2018 **Passed with Kevin and Sam abstaining from vote.**

COMMUNITY COMMUNICATIONS (10 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.

Mike Renaza, a local resident, would like to remind the committee that our mountain biking community draws many visitors to town and we should think about how to capitalize from this group who visit Pacifica regularly because of the ideal terrain. The dampness of the soil from the coastal fog gives Pacifica's terrain the perfect setting. Mike suggested running some simple AdWords campaigns to attract new visitors to Pacifica.

PRESENTATIONS (30 minutes):

1. Pedro Point Brewing Company (Aaron and Roberta Gamble, intro by Samantha Hauser)
In 2016, Aaron and Roberta met with Anne (the last Pacifica EDC Manager) for help starting their business. They also had support from the San Mateo Small Business Development Center as well. They are self-funded with some help from family and friends. They are currently looking at expanding

their distribution. They have received great community support. The permitting and construction phase was the biggest challenge for them resulting in an estimated loss of revenue in the hundreds of thousands. It was helpful for Aaron to have a background in biology and have a great engineer and architect who knew Pacifica well. Without Aaron's background, he thinks building a new business and doing all the right things the first time would be tough for any new business owner. Any support we can offer would be of great assistance.

COMMITTEE COMMUNICATIONS (60 minutes):

Business Customer Service Workshop - All Committee Members Review City Website Navigation for Opening a new Business.

Grace and Matthew are taking the committee's notes and will gather details on the changes to be made to the website.

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal

- The LAC viewed a few 4-story concepts for a new library in Sharp Park with where the youth, adult, and community areas would be in the design of the new library. In October, they plan to speak to city council. Regarding the Sanchez Library – there is a community room where PB&R runs operations. Livermore has a smaller branch (a staff-less branch where you can check out books too) They have not had any vandalism whatsoever. This would be a good example for Pacifica to use in planning for a staff-less library if that is what is preferred by the city and residents. There is a grand opening of the new library in Half Moon Bay this Saturday as well.

3. Update from Chamber of Commerce – Arnie in place of Darlene

- Taste of Pacifica was a grand success
- Upcoming events include the Fog Fest and Oktoberfest
- The main line of business is the printed and electronic Pacifica Business Directory and now new this year there is a map translated electronically as well, they are not including all businesses in the traditional print copy, but they will be available electronically on their website
- EDC Committee members voiced their interest in additional visibility in the Chamber's expenses and income for the next meeting in order to help them – especially understanding the BID process of \$1 from every stay going from the hotel to the city to the chamber.

5. Ohlone Portola Events - Daisy Fong

- Daisy and Sue provided an update on Ohlone Portola Events and the urgency for the city to be prepared for a November event. Committee discussed how Pacifica can capitalize on the event specifically.
- The next meeting is 9/25 for the Ohlone Portola group.

STAFF COMMUNICATIONS (10 minutes):

- Thomas shared that the RFQ will go out far and wide for 2212 Beach Blvd and that it will be available on the city's website
- There is a snap hotel demonstration at the Hampton Inn at 300 Airport Blvd in South San Francisco 9am 8/15/18 this can be something similar to the hotel looking to be build at 699 Oceana Blvd
- On 8/13/18, the city council discussed the removal of plastic from our lives in Pacifica, possibly thinking about new ordinances. Thomas will send a video to the committee about a company in Mexico that produces utensils from avocado seeds.

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

Updates from Committee Members

Kevin

- Daisy and Kevin will be handling website in the near term
- Kevin will be leaving the committee and there is a knowledge transfer to David as the committee's president
- There will be a Whale Trail sign installed at rockaway beach soon

Sue

- Requested that Thomas send the RFP to the committee

Daisy

- When visiting the Dog surfing contest, she asked attendees how they heard about the event? She heard everything from SF Fun Cheap and Facebook to posts from friends and word of mouth. The number of bathrooms and garbage bins were too few and the planning department should look at the event to supply more of that next year.
- A businesswoman focused on coffee would like a mentor in Pacifica, The committee has recommended the SCORE program

Grace

- Looked into the Green Business Program and Certification hoping Pacifica will have more of them

Mike

- Update on the Surf Spot, rented out to a new brewery
- There will probably be 4 legal marijuana shops in Pacifica
- Planning suggestion – maybe fast track West Sharp Park planning with approved engineers and plans
- A mural program was passed by the city council

Matt

- Asked the committee regarding his term expiration and how to re-apply

Sam

- Planters for Palmetto - a lot have been dedicated some are too small and they will have art exhibits in them instead, there are a few where they do not have sponsorships yet
- Sia who purchased and developed 6 homes across from Council Chambers and other buildings in Pacifica has plans to work with the quarry and other vacant land on Palmetto. He will be speaking at the next meeting.

David

- Burger Board and Soul Grind both opened in Pedro Point

Next Meeting – September 11, 2018

ADJOURNMENT

8:56pm

Notes:

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