

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Meeting Minutes

Tuesday, October 09, 2018, 6:00 PM

Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER: 6:11pm

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Jonathan Mizrahi, Grace Sobieski
- b. Members absent: Mike O'Neill, Thomas Myers
- b. City Council Liaisons: Sue Digre, Mike O'Neill
- c. Staff Liaison: Thomas Myers, Lorenzo Hines

ADMINISTRATIVE BUSINESS (10 minutes):

Approval of Order of Agenda

- Sam motions to approve order of agenda. Motions to approve order of agenda as is.

Approval of Minutes of April 10, 2018

- Correction to minutes of April 11: Alison's last name is Warner. Approved unanimously

Approval of Minutes of August 11, 2018

- Corrections to minutes from August 14: Jamie Monozon was not present from the Chamber, Archie and Darlene were. Salt Grind corrected to Soul Grind. Sam moves to approve minutes with changes noted. Approved unanimously

Discussion re: Next Meeting date - November 13, 2018 (conflicts with City Council Meeting)

- Next meeting 11/13 conflicts with City Council meeting. David will send out a Doodle poll to see what other dates work for November

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.

- Cindy Abbott from Sanchez Art Center was present. Public is invited to 3 events: Opening of Art Guild Friday October 12 7pm-9pm; October screening of artistic Directors with the movie Plastic Man on 10/19 in the concert hall. Cost of \$15 supports the art center. November there will be open studios with 27 artists. Local vendors as well with food Saturday 11/3 11am-5pm

PRESENTATIONS (30 minutes):

1. Muna Azzghayer, Oasis Grill (introduction by Daisy Fong / Samantha Hauser)

- Oasis Grill has 5 locations in the Bay Area. Muna is a resident of Pacifica. They started 20 years ago with one location in Embarcadero. Previously had a wine/deli shop on Drumm street in SF. In 2008 there were opportunities to expand so they did so. Currently at 4th street, 100 First street by Transbay Terminal and 711 Market Street. They also own Ziggy's burger on Drumm in SF and Center Street in Berkeley. Rents and labor cost have grown tremendously. Lots of chefs have left the City, can't afford to operate. Lots of turnover with staff. Health care mandates have not helped and food carts have been allowed to park in front of brick and mortar restaurants. Rent is 10-20,000/month.

When asked if they could open in Pacifica she outlined needs. Pacifica needs to have foot traffic. Would need at least 100-200 people at lunchtime to cover costs and rent. Catering would have to supplement. Smallest location currently is 600 square feet. She currently pays about 12-15k/month there. We really need a live/work area to get the foot traffic. Question asked if it was feasible for restaurant to buy instead of rent to eliminate rent issue? Severe lack of places to buy. Ideal size is 1500 to 2000 sq ft. If a landlord or City pays for tenant improvement that is very attractive to business. Takes 2 years to really get the business going and successful. If they find a commissary they would consider shrinking the restaurant.

COMMITTEE COMMUNICATIONS (30 minutes):

1. Palmetto Avenue Celebration - Samantha Hauser
 - Sam is looking for input as to which day to hold this on. Hold it on a Saturday to try to get Palmetto businesses involved and to allow more of the public to attend. A couple people have said Monday was a good day. Do we want more people to attend or just Council? Sam invited Jackie Speier for Saturday 11/17) her office gave that date as being open so Sam took it). Are we still considering a Brokers tour? If we want them then a Saturday date not ideal. Where on Palmetto is this being held? Cheryl Yost of Dial Glass offered to gather all the businesses. Can we get sidewalk permits to have some business outside? Agreed that a Saturday is ideal day and morning is best. Rachel, David and Jonathan will attend with Samantha (?) Organized a forum with Cheryl to decide what the celebration will be. Ask Cheryl for best dates. Agreed to target prior to end of this year. Sue mentions to check calendars. What's the budget? We spent around \$1,000 for ground breaking event. Some OT was approved. Estimate cost to be between \$3 and \$5k if we really envision a city-wide event. Will be wise to advertise to local business. Can the Chamber and Tribune and City listens help? With the new bike lanes could we do a bike parade for kids? Would love to see the arches painted maybe as part of the event? Perhaps a Valentines theme if we hold next year? February 9th would be a great date. Bring item back to committee with subsequent details. Key questions are budget.
1. Update on Business Customer Service - Matthew and Grace
 - Has an outline documenting items. No meetings have been held outside of this one. Bring the changes back to the committee and we will chat with Lorenzo or Thomas. Changes approval process goes through Lorenzo. Structure the changes. Take a print screen of the pages you want altered. Will be more than just hyperlink changes and

better organization. There is no cost for the changes. Put on agenda for next time to have everyone approve them.

1. Marketing Pacifica (Web Presence) - Daisy Fong
 - Since Kevin has left this has been on hold a bit. Going to transfer to Daisy but she needs a little guidance. She will try to take it over and do a simple version of it. Thomas does want a 3rd party website because the City one can not promote certain businesses. Still trying to get with the Chamber to meet regularly and they should own it. They have the budget and staff. Daisy will consult with David where necessary. Fogfest got mentioned in Thrillist due to her reaching out.

INFORMATIONAL ITEMS (15 minutes):

1. Update by Library Advisory Committee - David Leal
 - There was a discussion around the library model in Livermore which is an unattended library branch. This was discussed in the 9/24 Council meeting. Tomorrow is the next meeting where they will get report. Will be discussion of services at Sanchez and partnering with PB&R, new Sharp Park conceptual designs and community outreach. All moving along. Hopefully some model will be approved and ready and discuss what kind of bond measure will be needed. Monthly meeting is tomorrow night at 6:30. There is also a survey out asking for community feedback on the models.
1. Update from Chamber of Commerce
 - No Chamber members present
1. Ohlone Portola Events - Daisy Fong
 - Public meeting held on Wednesday 9/25 and was well attended. Reps from committee spoke as well as trail designer and gave an update and an overview. Someone brought up that this will promote Pacifica and really draw people into the City. Presentation from Sam from County Parks emphasized that economically this is a huge, huge opportunity. Really working on authentic interaction for the trail. The part up to Sweeney is pretty much complete, maps completed. Meetings were also held in Woodside and Pescadero. Other cities are going to jump on this and we really need to get ahead. SMC says biggest number of requests for trails they get is for Sweeney Ridge. As EDC we really need to think hard on this and where should the City be on this.

STAFF COMMUNICATIONS (10 minutes):

- Aquatic pumpkin patch to be held from PBR in one of the City pools.
- No other updates

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
 - Matthew: Nothing
 - Grace: Planting takes place the 3rd and 10th
 - Rachel: N/A

- Sue: Historical society presentation date is February 9th. 11/15 there will be a meet and greet at PHS at 7pm with an intergenerational group attending encouraging women to think about getting involved with communities, volunteering, etc. Will invite High Schools and colleges and Universities to come out.
- Council discussed districting. Two attorneys in SoCal looked at all of the data of some Cities and are claiming we are not enabling select groups to vote. We are in “violation.” 8 cities have fought back against these claims and did not win. We have to pay a fee of 30k just for receiving the letter. There is a website drawpacifica.org where people can have input and try to decide how best to split the City into 5 districts. City Council members would have to live in their District.
- Daisy: Fogfest rep, attended one meeting. Hoping to get info how to promote the City via the Fogfest
- Sam: No updates
- Jonathan: Remarked how there was an organization at the Fogfest showing a highly inappropriate video to kids showing animals being slaughtered by the hundreds. Restaurant called Oasis Vietnamese currently trying to open. They have 6 other restaurants but are struggling to staff this one and are currently behind on their rent.
- David: Recruiting one spot on the EDC. Let your friends know. Loved Fogfest and want to know attendance numbers. Seahorse brewery hoping to open in December/January according to their website.

ADJOURNMENT

- Adjourned 8:00pm