



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, December 8, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94123660482>

CORONAVIRUS DISEASE (COVID-19) NOTICE

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT AND PURSUANT TO THE ORDER OF THE HEALTH OFFICER OF SAN MATEO COUNTY DATED JUNE 17, 2020. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

Consistent with the above-referenced Orders, this City Committee Meeting will not be physically open to the public and Committee Members and staff will be video/teleconferencing into the meeting. To maximize public safety while still maintaining transparency and public access, members of the public can observe and participate in the meeting as detailed below.

How to Join the Meeting:

- Join using Zoom meeting link: <https://zoom.us/j/94123660482>
(By Phone, dial-in to: 1-669-900-6833 and enter Webinar ID: 941 2366 0482)
- Contact City Manager Kevin Woodhouse by email at woodhousek@ci.pacifica.ca.us for meeting access questions.

To Participate in the Meeting by Providing Public Comment:

- (1) **PRIOR TO THE MEETING:** By email to woodhousek@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 12/8/2020 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words
- (2) **DURING THE MEETING:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Zoom access information is provided above. Use the "raise hand" feature (for those joining by phone, press *9 to "raise hand") during the public comment period for the agenda item you wish to address. You will be recognized to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at www.cityofpacifica.org for any updates.

CALL TO ORDER:

Roll Call:

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Beth Lemke, Tripp Marotto, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

COMMUNITY COMMUNICATIONS (5 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.

PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (60 minutes):

1. *Committee Workplan*: Finalize changes to the workplan, Draft Final provided as Attachment 1, in preparation for City Council consideration for adoption in January 2021.
2. *Economic Development Vision Ideas Submittal*: Review Committee Member Heldberg's economic development vision ideas, provided as Attachment 2, discuss as needed, and determine if the Committee would like to pursue aspects of these ideas that fit the Committee's objectives, workplan and resources.
3. *Pacifica Restaurants special event*: Receive an update from the subcommittee regarding planning for a special event to promote Pacifica restaurants.
4. *Committee Promotion*: Councilmember O'Neill requested the Committee begin consideration of ways to promote in 2021 the purpose and existence of the Committee to Pacifica businesses.

INFORMATIONAL ITEMS (5 minutes):

5. Update from Chamber of Commerce – Archie Judan

STAFF COMMUNICATIONS (5 minutes):

6. Update re: COVID-19 response and other economic development related items

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

7. The Committee will discuss and determine potential future agenda items

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

8. Updates from Committee Members
9. Next Scheduled Meeting Date – January 12, 2021

ADJOURNMENT

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



EDC Workplan FY2020-21

1. Promote and market Pacifica to out-of-town Visitors to drive tourism revenue

- Strengthen Pacifica's Brand: Leverage Pacifica's natural beauty, geographic proximity, and other features.
- ~~Create and utilize~~ Enhance EDC usage of digital platforms ~~managed by the EDC~~ (e.g.: Instagram, Twitter, Facebook)
- Attract visitors through creation and collaboration/sponsorship of events (e.g.: Drive In Movie Night)
- Partner with existing organizations (e.g.: Chamber of Commerce, VisitPacifica.com, Fogfest, Pacific Beach Coalition, DogSurfing, Pacifica Historical Society, Sanchez Art Center, etc.)

2. Provide assistance and support to local businesses and the City of Pacifica

- Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources
- Conduct survey and data gathering to understand and address businesses needs
- Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
- Host workshops and other events (e.g.: Covid19 Aid, expanding one's business, utilizing social media)
- ~~Support city-led initiatives and events~~ (e.g.: Palmetto Street Scape Grand Opening)
- Assist the Economic Development Program with recruitment of new businesses

3. Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.

- Educate residents on the advantages of ~~shoppingspending~~-locally on goods and services ~~(ex: money spent = tax revenue for city services)~~
- Launch campaigns and events to build awareness and sense of community (ex: Shop Spend Local; Eat Pacifica)
 - Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect ~~to~~ with Pacifica; physical posters/decals in store fronts, schools, local organizations)
- Work with Pacifica Chamber of Commerce and other groups on key initiatives to support businesses (e.g., Dine-in/Drive-In campaign, Fogfest)



Memorandum

Office of the City Manager

TO: Economic Development Committee

FROM: Kevin S. Woodhouse, City Manager

DATE: December 4, 2020

SUBJECT: **Review of Economic Development Vision Ideas Submitted by Committee Member Heldberg**

At the November Committee meeting, Member Heldberg introduced to the Committee numerous economic development vision ideas, in response to Chair Dougherty's invitation for members to submit ideas. The Committee requested that the written submittals of Member Heldberg's ideas (attached) be agendaized for review and discussion at the next Committee meeting.

While there are many aspects of the submitted ideas that relate to current City Council Priorities and are being worked on by the City under the City Council's policy direction, the Committee may wish to review and discuss particular components of Member Heldberg's ideas that are aligned with the Committee's workplan and are manageable actions for the Committee to undertake. To facilitate the discussion at the meeting, I, along with Mayor Pro Tem Beckmeyer and Councilmember O'Neill, can explain how aspects of these ideas relate to current Council Priorities underway.

Economic Development Vision

By Jim Heldberg, 650-355-8655
Silicon Segway, Rockaway Beach

Pacifica is one of the world's most beautiful cities. Fortunately, Pacificans are passionate about our city's goals and growth. We have great opportunities to prosper and to share the beauty.

Our EDC should plan now and for the future. We should think both small and large. We should welcome input from our residents, but we need to lead the way with creative ideas and solid plans.

At little to no expense, we can:

- Hold events to make better use of our existing features -- our pier-promenade, beaches, parks, trails, history, skateboard park, sports, restaurants, art and music centers, shopping centers, architecture and more.
- Promote our diverse neighborhoods and their unique shopping centers.
- Work with Skyline College and the Golf Course to co-promote events.
- Play a larger role in Silicon Valley's success, by inviting businesses to locate here. Empty office space and storefronts are ready.

Pacifica's founders had a vision when they united a few neighborhoods into a new city. But our neighborhoods are still searching for that city. Pacifica has no center. We need a shared center of culture and commerce, of recreation and education, as recommended by the June2013 Report.

I want RESULTS, not blue-sky ideas. I want to measure our results by revenue generation. We need quick results to produce quick revenue, and long-range results to produce long-range revenue. We can use the June2013 Report as a guide for both.

ENVIRONMENTAL RESEARCH CENTER

Proposal, October 2019

by Jim Heldberg

PROPOSAL:

Partner with a Bay Area university to develop an Environmental Research Center, to promote environmental issues locally and worldwide.

Possible location in the quarry, as “anchor tenant” for other development.

HISTORY:

Pacifica has a real estate jewel, but can't agree on what to do with it.

In the 1780s, the Spanish mined a rocky hill next to the Pacifica Ocean to build Mission Dolores and other sites. The Quarry was closed in 1988.

Hundreds of ideas have been suggested for quarry use. Many were included in a study by a city-sponsored citizen's advisory committee in the early 1990s. Several developers have created proposals, but all were rejected by Pacifica voters, mostly for environmental reasons.

The quarry awaits a new, acceptable, environmentally correct use.

SITE BENEFITS:

The Quarry has an unusual collection of environmental features in a small space, convenient for environmental research -- a large beach, wetlands, forested hills, a creek, trails, and ocean views.

Great White Sharks and Mountain Lions both live nearby. Eagles, Coyotes, Deer, Foxes and Red-winged Blackbirds visit. The creek has 2 endangered species: the San Francisco Garter Snake and the Red-Legged Frog. The Quarry is on the Pacific Flyway, used by migrating birds and butterfly species. The Farallon National Ocean Wildlife Refuge is right offshore.

Environmentalists can study climate change effects on oceans and local forests.

Oceanographers can study sea level rise and shore erosion, desalination and more.

Biologists can study species on land and sea. Invasive and endangered species, seabird populations and whale migrations are a few examples.

Geologists can study the San Andreas Fault a few blocks away. Years of quarry work have exposed layers of rock, ready for more study.

Adjacent to the property is a high-tech water treatment plant, powered by environmentally-safe solar panels, and the large, new Mori Point Park, owned by the Golden Gate National Recreation Area.

Conveniently for researchers and visiting experts, the hotel and restaurant district is next door at Rockaway Beach.

DEMOGRAPHICS AS AN ASSET:

Pacifica has many environmental activists, organized to protect the beaches, hills, trails, plants, animals, and more. They organized to defeat

previous quarry proposals to build hundreds of houses. Activist Pacificans turned them down, to protect this valuable area.

Pacifica residents are now more receptive to environmentally responsible land uses. They may support an Environmental Research Center, and become activists for, not against, its acceptance.

ELEMENTS OF DEVELOPMENT:

An Environmental Research Center, operated by a Bay Area university, could be the centerpiece of Pacifica life and development. It might include classrooms, laboratories, theatre, auditorium, and library. Studies could include:

- Wildlife interactions
- Shark predation
- Migration of whales, seabirds and others
- Endangered species stability
- Atmospheric and ocean warming
- Drought research & defense
- Sea-level rise & tsunami defense
- Coastal erosion
- Earthquake detection and prevention
- Seafood sustainability
- Native and invasive plant growth patterns
- Seawater desalination
- Microbe evolution

Businesses could directly support the Environmental Research Center, such as bookstores, student/faculty housing, and convention hotels. Other businesses could give indirect support, like restaurants, banks, clothing, recreation, sports equipment, gifts, etc.

NEARBY FUNDING, MANAGEMENT & EDUCATIONAL RESOURCES:

San Francisco State University
Skyline Community College
Stanford University
University of California, Berkeley
University of California, Santa Cruz
Monterey Bay Aquarium
Sierra Club and other similar agencies
State and Federal agencies/grants
Biotech companies, such as Genentech

POSSIBLE RELATED ACTIVITIES

Used by local clubs – surfing, fishing, hiking, bird-watching, etc.
National conventions, films, speakers, etc.
Wildlife tours and Student field trips

4th of July Celebration and Fireworks Show At the Pacifica Pier & Promenade

Proposal by Jim Heldberg

October 2020

BACKGROUND

Pacifica is one of the last cities in the Bay Area to permit fireworks sales. "Safe and Sane" fireworks are sold by local clubs as fund-raising projects. Residents and visitors buy and shoot off fireworks, including many large illegal fireworks. Police are overwhelmed, unable to enforce fireworks laws. Fire department is concerned about danger to citizens, buildings, and surrounding woodlands. Injuries occur. Debris builds litters our streets and beaches. Many citizens (and their pets) are fearful of danger, and some citizens even leave town to escape.

A BETTER OPPORTUNITY

We can use our unique location to provide a safer, better celebration, to have more fun, attract more people, provide fund-raising opportunities, solve our fireworks issues, and make money for our local businesses, too.

PROPOSAL: PIER AND PROMENADE CELEBRATION

A 4th of July event on our Pacifica Promenade, starting in the afternoon and finishing with a night firework show staged from the Pier.

ADVANTAGES

- Promote Sharp Park as Pacifica's center of activity
- Oceanfront Promenade ideal for family events, entertainment and fireworks
- Entire Beach Blvd oceanfront and south berm available for booths & displays
- Ocean provides the Bay Area's best backdrop for fireworks
- Long pier for fireworks safety and visibility

BOOTHS

- **Promote Pacifica** – Chamber, Police/Fire, Historical Society, Art Center, San Pedro Valley Park, adobe, Sam's Castle, archery range, golf course, Spindrift Players, shopping centers, restaurants, etc.
- **Local club fund-raising** – food, drinks, flags, kites, hats, T-shirts, art, toys
- **Restrooms** - convenient at the pier, add porta-potties?
- **Parking** - remote lots and free shuttles, same as Xmas Tree-Lighting
- **Frontierland Park celebration** – maybe move to Promenade?

FIREWORKS

Professional show, approx. \$25K, paid for by PB&R &/or business contributions

DAY EVENTS

- Kickoff Parade
- Classic Cars
- Music - Jazz, local bands, singers, etc.
- Square-Dancing display and participation
- Swimming and beach fun
- Family picnics
- Face-painting
- Kite-flying
- Petting zoo
- Pony rides
- Walking history tour of Sharp Park, by PHS

CITY TO PROVIDE

- Flat grading and preparation of promenade
- Stage & Sound System
- Booth spaces
- Picnic tables
- Porta-potties
- Police security
- Fire truck standby
- Trash receptacles

NOTES

- Invite County support, contact Horsley's office
- Promote through local papers, TV, radio, local websites

Idea for discussion ...

Expand the FogFest

One of the objectives of the Economic Development Committee is to bring people to Pacifica and show off our town. The popular FogFest already does part of this job, and we may be able to expand it to better promote Pacifica.

Every year, the Fog Fest Organizing Group (FFOG) does an outstanding job of bringing people to Pacifica. Thousands of people come here, park their cars, walk Palmetto Ave., and buy food, art and trinkets. Then, unfortunately, they leave. They travel miles to get here and have a great time, but most of them don't even see Pacifica. The FFOG brings them in, but we let them go too easily. Let's show them Pacifica while they're here!

Here are some ideas to promote Pacifica, and expand the FogFest to be a citywide event.

Pacifica map. Present a free Pacifica map to each group when they park their car, and pass out more maps at booths.

Restaurant list. A list of restaurants and coupons (special entrées, “fog burgers,” free desserts, drink specials, etc.) would keep visitors in town to spend more money during the evening. Pass this out with city map.

Tours. Run free tours during FogFest hours, using city-owned shuttle-busses. Different 1-hour tours could leave every 30 minutes. Suggestions:

- **Pacifica Highlights** – Pier, promenade, beaches, Pedro Point, San Pedro Park, quarry, castle, oceanfront trail, etc.
- **Culture** – Spindrift Theatre, Art Center, Mildred Owen Theatre, concert tickets
- **Neighborhoods** – all 9
- **Shopping Centers** – visit as many as possible
- **History** – Adobe, castle, RR stations, quarry, Portola statue, Little Brown Church
- **Antique Stores** – lots of places
- **Trailheads** – Portola Discovery and others
- **Nature** – beaches, San P. Park, quarry, endangered species habitat, wildflowers
- **Restaurants** – help visitors choose what kind of food to enjoy, give list
- **Real Estate** – show homes for sale and prime areas to live

Fishing Contest

Beach Sculpture Contest

Wristband – “Show your free FogFest wristband and get 10% off at Pacifica stores.”

(Caution! FFOG doesn't want to lose customers, so we'll have to be careful.)

RV Park Proposal

30 Aug 2019
By Jim Heldberg

Pacifica is concerned about Recreational Vehicles on our streets. As an RV user from Arizona to Alaska, I can add some facts to the discussion.

A motorized RV can be delightful, but it is complicated. It is both a truck and a house, with the needs of both. As a truck, it needs gas, oil, etc. As a house, it has water, sewer, heating, cooking and electrical systems. It must be serviced every few days, to fill water tanks, drain sewer tanks, charge batteries, add heating fuel, and more. Or It can be permanently connected to services.

We should welcome visiting RVs, as long as they can be frequently serviced. Plain parking spaces aren't sufficient.

Pacifica has a well-run RV park in Pacifica Manor. At minimal cost, the city could assist current RV users to park there. But that park is often full.

The current situation should be viewed not as a problem, but as a business opportunity. Pacifica needs another RV park to serve our visitors and residents. With city encouragement and county funding, a private business could build a new RV park. More visitors could use it, and the city could provide reduced-fee parking to selected RVs.

Pacifica has good choices. But creating an RV parking permit system to park improperly without services will solve nothing, and make things even worse.

Let's build a new RV park, welcome more visitors to Pacifica, and get the extra RVs off our streets.

SEASIDE CELEBRATIONS

“ARTS OF THE COAST” - JANUARY

Sponsors: Pacifica Arts Center, Skyline College, other groups

As many art events as possible, one or two weekends. Plays, concerts, art show, photo contest, fashion show, statues & sculpture tour, high school and Skyline choirs, Barbershop quartets, jazz jam session, art movies.

“WILDLIFE OF PACIFICA” - FEBRUARY

Sponsors: PB&R, Sierra Club, GGNRA, Pedro Park, Mori Point

Walking tours of parks, shore and pier, identifying plants, animals, birds, insects, fish. Whale-watching. Endangered species and non-native species displays. Guided tours by Park rangers. Hawk hunting, falconry demo. Nature movies at Civic Center, rentals at video stores. Fishing derby.

“SPORTS BY THE SEA” - MARCH

Sponsors: PB&R, surf shops, bike shops, Segways, bowling alley

Sports tournaments, surfing demonstrations, bike race, foot race, celebrity bowling (city officers vs. public?), fishing derby, tennis tournament, specials on fitness, free swimming at Oceana Pool, beach volleyball tournament, softball game (Pacifica Chamber against any challenging chamber). Sports shoes, clothing and equipment on sale. Horse-riding skills.

“PACIFICA HERITAGE” - APRIL

Sponsor: Historical Society, Sanchez Adobe

Tours of Pacifica's historical sites, to include Ohlone burial site, Portola statue, Portola discovery site, Sanchez adobe, Ocean Shore railroad, quarry, Rockaway Beach, gun and missile sites. Photo display. Pacifica Tribune historical display. Free shuttle to sites. Historical foods. Costume contest. Best beard contest.

“PACIFICA GARDEN SPLendor” - MAY

Sponsors: Garden & Fuschia clubs, local garden stores, San Pedro Park

Showcase Pacifica's best gardens and trees. Tour, like homes tour. Make program of places, features and addresses. Flower show and sale at Civic Center. Walking, biking and Segway tours of local trails.

“COASTSIDE CAR-NIVAL” - JUNE

Sponsors: Car clubs, car dealers, Rockin Robs, Kragen, bowling alley

Car Show and parade of classic/old/fancy/electric cars and trucks. Car show at SAMTRANS lot, a park or school. Prizes for best, worst, oldest, nicest, rustiest, most exciting, biggest, weirdest, etc. Hold a safe, fun road rally-puzzle through Pacifica's streets. Get local band(s) to play for dance. Get drive-ins and restaurants to offer special foods. Service stations and car-related stores have special sales. Pass out free city maps. Charity auction of old car. 50's fashion show. Get a traveling carnival to set up in Pacifica. Indy 500 or other car racings film at Civic Center.

“PACIFICA PATRIOTISM” - JULY

Sponsors: City PB&R, and Historical Society

Built around 4th of July, this could combine city-wide festivities of all kinds, with an evening fireworks display set off from the Pier, for viewing from the Promenade and throughout the city. Military bands, a parade, reading of the Declaration of Independence, viewing of early guns, special patriotic film show.

“SURF & SEASIDE CELEBRATION” - AUGUST

Sponsor: City PB&R Dept.

A Pier & Promenade Promotion, featuring seaside events: bands, dancing, fishing derby, in-line skating contest, kite-flying, beach cleanup, beach bonfire, surfing, sidewalk vendors, old-time beachwear contest, old surfboards, roving photographers, surfing photos display, special promotional dinners at seaside restaurants, free shuttle along beaches. Surfing and beach-party movies. Group bonfires & singalongs. Pancake breakfast on the beach.

“PARKS, BIKES & HIKES” - SEPTEMBER

Sponsor: City Parks, GGNRA, Sierra Club

Guided and self-guided tours of Pacifica’s parks, including Pedro Mountain, San Pedro Valley Park, Sharp Park, Promenade, Cattle Hill, Milagra Ridge, Montara Mountain, etc. Invite Sierra Club to provide guides. Free shuttle from park to park. Border to Border bike and hike.

FogFest is also held this month. Plan citywide FogFest celebrations, including specials at stores, restaurants, etc.

“ART IN ARCHITECTURE” - OCTOBER

Sponsors: Local Realtors, hardware stores, lumber yard

Homes tour. Decorate homes for the season. Include non-residential architecture, like police station, Little Brown Church, other churches, Rockaway Beach center, and others. Program listing of sites, features, addresses and hours. Local realtors could showcase special homes for sale. Citywide homes spruce-up, with best featured in Tribune. Furniture and accessories sale.

“PACIFICA BY THE PLATEFUL” - NOVEMBER

Sponsors: Chamber, Restaurants, Bakeries, Grocery Stores, 4-H

Restaurant specials, program of suggested breakfast, lunch, dinner and snack sites. Progressive dinner for charity. Invite sidewalk vendors. Specials at grocery stores & bakeries. Baking contest for cookies, pies, seafood, etc. Cooking classes at Civic Center. Pancake breakfasts & spaghetti feeds.

“MUSICAL HOLIDAYS” - DECEMBER

Sponsors: Mildred Owen Center, Shopping Malls, hardware stores

Musical groups, concerts, Skyline College band, Xmas shopping, Treet Lightin in Rockaway, free shopper’s shuttle, home lights contest with winner getting free shopping prize, home lighting seminars,