# CITY OF PACIFICA CITY COUNCIL AGENDA

MAYOR SUE DIGRE
MAYOR PRO TEM MARY ANN NIHART
COUNCILMEMBER PETE DEJARNATT
COUNCILMEMBER JIM VREELAND
COUNCILMEMBER JULIE LANCELLE

CITY COUNCIL CHAMBERS 2212 BEACH BOULEVARD PACIFICA, CALIFORNIA 94044

# **January 25, 2010**

www.cityofpacifica.org

Off-street parking is allowed by permit for attendance at official public meetings. Vehicles parked without permits are subject to citation. You should obtain a permit from the rack in the lobby and place it on the dashboard of your vehicle in such a manner as is visible to law enforcement personnel.

## 6:45 P.M. Call to Order – Open Meeting

#### **CLOSED SESSION ITEMS:**

- 1. PURSUANT TO GOVERNMENT CODE SECTION 54957, PUBLIC EMPLOYEE PERFORMANCE EVALUATION: Position: City Attorney.
- 2. PURSUANT TO GOVERNMENT CODE SECTION 54956.8 Conference with Real Property Negotiator. Discussion concerns price and terms of payment. Agency Negotiator Attending Session: Stephen Rhodes. Negotiating parties: City of Pacifica and Fairmont Subdivision Improvement Association. Property: 649 Parkview Circle, Pacifica, CA.

The Public will have an opportunity to comment on this item before the City Council Goes Into Closed Session.

#### CONVENE TO CLOSED SESSION

## RECONVENE TO OPEN SESSION

7:00 p.m.

Call to Order Roll Call Salute to the Flag led by Mayor pro Tem Nihart Commission Liaisons: Closed Session Report:

#### CONSENT CALENDAR

Items on the consent calendar will be adopted by one motion unless a Councilmember or person in the audience requests, before the vote on the motion, to have an item discussed under the Consideration portion of the agenda. Time limit on comments is three minutes or less.

1. Approval of Disbursements dated 12/31/09 to 01/11/10 in the amount of \$489,699.46. Regular and quick checks numbered 7336 to 7507 and disbursements dated 12/31/09 to 12/31/09 in the amount of \$19,107.48. Regular and quick checks numbered 7335. Disbursements dated 01/05/10 to 01/19/10 in the amount of \$360,091.79. Regular and quick checks numbered 81867 to 81873 and 7508 to 7648 (Proposed action: approve)

2. Approval of Minutes of Regular City Council Meeting of January 11, 2010 (**Proposed action**: approve)

## **SPECIAL PRESENTATION**

- ❖ League of California Cities Sepi Richardson
- ❖ 2010 Census Margo Grant

## **PUBLIC HEARING**

During public hearings, an applicant or their agent and appellants have ten minutes for their opening presentation and three minutes for rebuttal before the public hearing is closed. Members of the public are limited to three minutes.

None.

## **COUNCIL COMMUNICATIONS**

The purpose of Council Communications is for Councilmembers to inform each other of items of potential interest to other Councilmembers, such as interagency meetings.

## **ORAL COMMUNICATIONS**

This portion of the Agenda is available for the public to address the City Council on any issue that is not on the Agenda. Any person wishing to address the Council shall be recognized by the Mayor during Oral Communications, provided, however, that during the Oral Communications portion of the agenda, only items not on the agenda for that meeting may be addressed. All remarks shall be addressed to the Council as a body and not to any member thereof. Councilmembers shall not enter into debate with speakers under Oral Communications. A maximum time of three minutes will be allowed for any speaker. Pursuant to Pacifica Municipal Code Title 2, Chapter 1, Section 2-1.118 any person making impertinent, slanderous, or profane remarks or who becomes boisterous while addressing the Council shall be called to order by the presiding officer and, if such conduct continues, may, at the direction of the presiding officer, be ordered barred from further audience before the Council during the meeting.

# **CONSIDERATION**

3. Economic Development Committee Work Plan (**Proposed action:** move to approve the City of Pacifica Economic Development Committee Work Plan)

#### RECONVENE TO CLOSED SESSION

PURSUANT TO GOVERNMENT CODE SECTION 54957, PUBLIC EMPLOYEE PERFORMANCE EVALUATION: Position: City Manager. PURSUANT TO GOVERNMENT CODE SECTION 54957.6 Conference with labor negotiator: Agency negotiator: City Council. Unrepresented Employee: City Manager.

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NOTICE: If you challenge a city's zoning, planning or other decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at, or prior to, the public hearing. Judicial review of any city administrative decision may be had only if a petition is filed with the court not later than the 90<sup>th</sup> day following the date upon which the decision becomes final. Judicial review of environmental determinations may be subject to a shorter time period for litigation, in certain cases 30 days following the date of final decision.

The City of Pacifica will provide assistance for disabled citizens upon at least 24 hours advance notice to the City Manager's Office (650) 738-7301, or send request via email to: o'connellk@ci.pacifica.ca.us If you need sign language assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.

The Pacifica Municipal Code is available on line at the City's website (www.cityofpacifica.org); at the website, scroll down to find the Link.

#### HOW TO OBTAIN CITY COUNCIL AGENDAS

#### Posted agendas:

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View on the Internet:

Follow the link to Council agenda, at www.cityofpacifica.org

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#### City Clerk's Office or the Library:

A copy of the complete agenda packet is available for public review on the Friday prior to the City Council meeting, at the Pacifica Library, 104 Hilton Way or the Sanchez Library, 1111 Terra Nova Blvd., Pacifica

#### View staff reports on the Internet:

Follow the link to Council agenda, www.cityofpacifica.org

#### Council meetings:

A complete agenda packet is available for review at the City Council meeting.

#### **HOW TO REACH YOUR LEGISLATORS**

- Governor Arnold Schwarzenegger, State Capitol Building, Sacramento CA 95814 (916) 445-2841
- State Senator Leland Yee, 400 So. El Camino Real, Ste. 630, San Mateo, CA 94402 (650) 340-8840
- Assemblymember Jerry Hill, 1528 So. El Camino Real, Ste 302, San Mateo CA 94402 (650) 341-4319
- Congresswoman Jackie Speier, 400 So. El Camino Real, Ste 410, San Mateo CA 94402 (650) 342-0300
- Senator Barbara Boxer, 1700 Montgomery Street, Ste 240, San Francisco CA 94111 (415) 403-0100
- Senator Dianne Feinstein, #1 Post Street, Ste 2450, San Francisco CA 94104 (415) 393-0710
- President Barack Obama, 1600 Pennsylvania Ave. NW, Washington DC 20500 (202) 456-1111

# CITY OF PACIFICA COUNCIL AGENDA SUMMARY REPORT January 25, 2010

Agenda Item No. 3

# **SUBJECT:**

Economic Development Committee Work Plan

# **ORIGINATED BY:**

City Manager

## DISCUSSION:

In May 2009 the City Council adopted a Resolution establishing the Economic Development Committee and set out three objectives for the Committee. Those objectives were: (1) Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses; (2) Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and (3) Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

The members of the Committee were appointed by the Council in August and the first Committee meeting was held in October. Since that first meeting the Committee's efforts have been targeted at developing a Work Plan containing tasks that will achieve the objectives. The Committee believes that the tasks on the attached Work Plan will continue to change and evolve as the work of the Committee progresses and as tasks are accomplished. The tasks listed now are the start of that continuum and changes and adjustments will occur as circumstances warrant and will be presented to Council for approval.

The tasks identified for Objective #1 are those that will help to streamline the permit process for the opening of a new business or the process required for events. Included in the work to be accomplished is a survey of those who have been through the permit process to determine what works and what changes would be helpful to the process. The effort on Objective #1 will also look at ways to provide more information to those interested in, or working on, projects in Pacifica.

Objective #2 tasks are those that will help to enhance Pacifica's existing shopping centers and hotels. Work will include collaborating with the owners/operators to assess needs and to develop plans for improvement. The

effort will also focus on the Palmetto and Rockaway business districts. A longer term initiative will be to examine the potential to pre-entitle strategic land sites for future development.

In the work on Objective #3 the tasks are grouped to strengthen connections with agencies, market Pacifica to visitors and new businesses, event co-promotion and to create a City map for visitors. These are all approaches that the Committee believes can be utilized to market the community and encourage increased visitors that will enhance business growth and development.

The Committee has formed subcommittees for each task and those groups will take on the effort required to accomplish the tasks. It is anticipated that each subcommittee will work on the tasks in a priority order and move on to additional tasks as work is accomplished. The subcommittees will also ask interested members of the community to join them and assist in the effort. The Committee also envisions a collaborative working relationship with the Pacifica Chamber of Commerce and other agencies to promote the community and encourage new business location in Pacifica.

Where possible work will be carried out on multiple tasks but the Committee wants to make sure not to dilute its efforts and focus on achieving the desired results. Many tasks may result in recommendations to the Council for new programs or initiatives.

The Work Plan is being presented to the Council for review and approval. Once the Council has approved the Work Plan, the Committee and subcommittees will begin taking steps to implement the identified tasks.

# FISCAL IMPACT:

No fiscal impacts have been identified to date other than staff time and incidental supplies.

## **ATTACHMENTS:**

Pacifica Economic Development Committee Work Plan

# **COUNCIL ACTION REQUESTED:**

Motion to approve the City of Pacifica Economic Development Committee Work Plan.

# City of Pacifica Economic Development Committee Work Plan January 25, 2010

Objective #1 – Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses

# Streamline permit process for the opening of a new business or events

- Develop a questionnaire for those that have been through the current process recently, establish strengths or weakness of current process.
- Explore the potential for development of an on-line project status report tool.
- Research other city's processes to identify best practices that might be used in Pacifica
- Work with the City Manager to consider the assignment of a liaison (go to person [City Proj Mgr]) to assist the applicant with permit process.
- Establish a defined and easy to follow rule set and application procedure for non permanent facilities to be used during an event.
- Explore the potential for developing an on line report that lists desired businesses, available commercial space as well as key land sites potentially available and appropriately zoned for development / investment.

**Objective #2** – Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development.

# **Enhance Pacifica's Existing Shopping Centers and Hotels**

- Collaborate with owners/operators of existing shopping centers to assess shopping centers' needs for enhancing sales tax revenue.
- Work with owners/operators to devise Asset Business Plans for each center to enhance occupancy and sales volume on a go forward basis. Said Asset Business Plans to include synergistic tenant mix plans, including but not limited to businesses that Pacifica should attract given regional branding strategy and insights from recently completed EPS study.
- Said Asset Business Plans to enhance / address Pacifica's gateway areas at Manor, San Pedro and Linda Mar shopping centers.
- Special focus on both the Palmetto and Rockaway business districts (given their potential to enhance Pacifica's regional exposure and attraction).
- Working collaboratively with Chamber of Commerce, devise a formal 'Shop Pacifica' campaign, including discount coupon book (or similar).
- Working collaboratively with Owners and Operators of existing hotels motels and the Chamber, devise plan to increase room occupancy.

# Pre-entitle Strategic Land Sites for Future Economic Drivers

- As a longer term initiative, consider pre-entitling a site for a boutique or resort style hotel in strategic location consistent with EPS recommendations.
- As a longer term initiative, consider pre-entitling an area (through the adoption of a specific plan) that can serve strategically as Pacifica's downtown area.

**Objective #3** – Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

# **Strengthen Connections with Agencies**

- Partner with Chamber of Commerce and visitor service businesses to identify and build working relationships with existing visitor-serving agencies in San Mateo County/SF Bay Area.
- Develop and implement a strategy to promote our current businesses and attract more businesses that fit the visitor serving economy.

# **Market Pacifica to Visitors and New Businesses**

- Develop and implement a Branding Plan that will identify and market Pacifica's differentiated strengths versus other cities in the region.
- Include a public relations plan to promote businesses, events, city agencies and destinations in Pacifica.

# **Events co-promotion**

- Develop a plan to connect and promote Pacifica's events (and their organizers)
  with visitor serving businesses (co-promote events with businesses and civic
  agencies).
- Develop a plan to bring in new events that take advantage of available community facilities.

# **Create a City Map for Visitors**

 Develop a map that includes visitor-serving businesses, shopping centers, tourist attractions, historical sites, beaches and trails in partnership with the Chamber.