City of Pacifica Financing City Services Taskforce Minutes – October 4, 2011

 Call to Order: 6:35 by Vice Mary Ellen Carroll. Attending: Pete Shoemaker, Bill Bent, Suzan Getchell-Wallace, Karen Ervin, Sue Vaterlaus, Mary Ellen Carroll, Greg Cochran, Joe Kell, Councilmember Len Stone and Councilmember Mary Ann Nihart

Staff: Steve Rhodes, Ann Ritzma Excused: Bruce Banco, Omar Saleh

2. Minutes:

September 19, 2011 minutes approved.

3. Review of Potential New Revenues

Staff gave a brief presentation on the goals and objectives of the Economic Development Committee.

1) Improve the process for development –

A subcommittee reviewed the process with the new Planning Director and recommended changes to "streamline" the planning approval process as well as providing better information to a potential applicant about the review and approval process.

They are currently monitoring the process.

The Planning Department is implementing an online permitting process.

The Planning Director is now making administrative approvals which don't require Planning Commission review.

2) Work with facility (property owners) and current business owners on improving the business community.

Mayor's Walk in each business area to establish connections and open discussion

Designated Palmetto Avenue a business route which allows for Caltrans signage. City Council adopted policy to "partner" with any development on the Quarry site. Working with the Palmetto business group on upcoming improvements.

Worked with the Chamber of Commerce on membership with San Mateo County Convention and Visitors Bureau.

3) Marketing Pacifica – committee members are working to develop marketing material and strategies.

Have developed a branding strategy and logo which will go to the City Council in the next couple of months.

Developing a new map of Pacifica in partnership with Steve Johnson and the Chamber of Commerce.

Discussion of Timelines:

The Financing City Services is structured to look at a five (5) year timeline and the City's immediate fiscal deficit. The Economic Development Committee

(EDC) is structured to look at longer term strategies and opportunities for generating revenue – longer-term being 5+ years or longer.

The Beach Boulevard Project timeline and project description was handed out. The project, which is on City owned property, looks at three new sources of revenue – Transient Occupancy Tax (TOT), property tax and sales tax from the development of the site. It could, once developed, generate approximately \$500,000 annually. The timeline for this project, should everything go as scheduled, would be completion in 2015 with revenue generation in 2016. Staff emphasized that this is an example of a City controlled project (it is more likely that this type of project moves more quickly through the process). The Task Force noted that even with this project, the City would need 4-5 more projects of this scale in a five year timeframe to bridge the structural deficit.

Staff also handed out the "Table 14 – Fiscal Impact Assessment: High/Low Scenario from the Pacifica General Plan: Retail and Tourism Assessment" which is a 20 year example of high to low of potential future development in Pacifica. The high development (in 20 years) could potentially generate \$4.3 million and the low development \$935,335. The Task Force thought this was a good example and reminder of the limitations of economic development. Even if you extrapolate the important footnote is 20 years.

- 4. Oral Communications –The next EDC meeting is Tuesday, Oct 11th at 6PM. A suggestion was made to look into a "Buy Pacifica" campaign.
- 5. Adjourn at 7:30 pm Next meeting on Tuesday, Oct. 17th at 6:30pm