CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

August 11, 2015
6:00 PM
Police Station
Approved on September 8, 2015

In attendance were members: Peter Menard, Brent Shedd, Jim Heldberg, Kevin Cubba, Matthew Dougherty, Victor Spano.

Council members: Karen Ervin, Sue Digre

Staff: Anne Stedler, Sarah Coffey

Absent: Courtney Conlon

1) Call to Order

Chair Peter Menard called the meeting to order at 6:13 pm. Matthew volunteered as timekeeper.

2) Approval of July 14, 2015 Minutes

Brent moved to accept the Minutes as drafted. Jim seconded. The motion passed with 4 ayes; Kevin and Victor abstained.

3) Oral Communication from the Public at Opening

Members of Boy Scout Pack 74 were present to observe while working on their citizenship in the community and communications badges. Members explained that they were observing to identify an issue, who deals most with the issue from City Council, and note different perspectives. Committee participants around the table were introduced by name and role to the Boy Scouts.

4) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities (Peter)

Streetscape: Anne and Peter met since last Committee meeting. Some action items are waiting for discussion with the City Manager: renovation guidelines, streetscape, logistics on how to share information about the project with the public. Anne informed the Committee that another grant is due for decision in October; if awarded it would cover the cost of all three phases of the Streetscape project. The City now has enough money with a small supplement to launch Phase 1 (approx.. $240,000) from a grant and ERAF.Karen reminded the Committee that the planned groundbreaking of Phase 1 is scheduled to begin January 2016 once the ERAF funds come in, but will need Public Works input prior to “putting the shovel to the ground.”

Events: Peter launched a discussion around what kind of event / vehicle (real or virtual) could bring people together to share information on the Palmetto Streetscape. Peter would like to form an ad hoc committee to do more work on this. Anne suggested an event around crab season (November through March/April) such as a contest for the biggest crab caught, paying homage to the "King of Crab" local person. Karen suggested providing information at a booth at the Fog Fest (Sept 26), and Brent advised that materials need to be completed much further in advance and not pulled together at the last minute. Anne mentioned that Van Ocampo has presentations materials and a poster for the Palmetto Streetscape, and she will review available materials to bring to next meeting.

Action Items:

- Anne to meet with City Manager and Van Ocampo to bring together information and materials to be used at Fog Fest booth and other events to promote Palmetto Streetscape.
- Prepare materials for review at September 8 Committee meeting.

b. Special Event Process (Matthew)

Matthew had no formal update on the Special Event Process, but he and Anne have met to identify the issues and do some research. A formal definition of special event is needed; create a checklist of items that may be entailed in events such as street closures, use of tents, amplified sound, etc. Feedback from recent / upcoming events can provide opinions on the whole process.

5) Topics for Committee Discussion and Possible Action

a. Business Ambassadors (Anne)

Anne discussed the idea of breaking the City into geographic areas and assigning EDC members by area to make connections and build rapport with businesses. Peter distributed a handout (Exhibit A) defining three main zones divided into North (north of Milagra Ridge), Central (between Milagra Ridge and Mori Point) and South (south of Mori Point). Peter requested members to review the zones and choose a zone of interest with which they naturally have a connection / interaction. The Committee discussed the boundaries, what business neighborhoods are included in each zone. Members asked for clarification of the role that they would play as Business Ambassadors, and how this is different from what the Chamber of Commerce already does. Anne emphasized the objectives for this outreach as meeting the businesses, providing friendly outreach including sharing information (such as energy initiatives, emergency services, etc), listening to the concerns and needs of the businesses to build a relationship, using information from outreach to consider how to collectively market the group of businesses in the area, and identifying and building synergistic combinations. Business ambassadors can initially go out with Anne to make introductions and build connections. Anne is in a position to have ongoing contact with businesses as a direct City contact, EDC members serve as a line of contact to the government / City, while the Chamber of Commerce serves as a separate non-profit organization. From Karen's experience with the Mayor's Walk, she observed that each business area has unique issues and that the businesses feel like they are being listened to when face-to-face outreach is done. Jim was concerned about the time commitment involved and

expressed a need for determining how many businesses are encompassed in each zone.

Action Items:

- Anne and Peter to document expectations for the role of Business Ambassador and summarize in the format, "As a business ambassador, you will_____ " and identify when and with whom. What are the anticipated results?

b. Off The Grid event (Anne)

Anne has been doing work on the Off The Grid event, and has been researching several questions, primarily: (1) congestion as related to traffic, (2) congestion as related to parking and (3) how to communicate the real benefit of Off The Grid to the public. Public concern about congestion came to Anne's attention soon after Off The Grid was announced as going to Planning Commission. Karen mentioned that some time may be needed to observe traffic patterns as San Pedro bridge project is completed before presenting Off The Grid again. Another concern raised was how local restaurants can complete with the lower cost / overhead of food trucks. Anne sees Off The Grid as a long-term customer-building activity; those attending Off The Grid event may not stay and eat dinner in Pacifica that evening, but may come back for business, recreation and dining in Pacifica restaurants in the future.

Brent raised the question about how to draw people to Palmetto / Beach Blvd, particularly since Off The Grid raised the point that Beach Blvd which was the original proposed focus of the event was not a desired location due to its limited visibility and through traffic. Peter suggested use of signage and advertising on pedestrian bridges. Victor mentioned that 3 years ago the City contacted CalTrans about a Highway 1 Business Route through Manor / Palmetto. Karen suggested that now is the time to engage CalTrans as they want to show reciprocation to the City after the traffic incident of August 3 when CalTrans roadwork was done without City notification. Anne will reach out to the City Manager to see if the EDC could author a letter signed by the EDC chair with suggestions for Hwy 1 signage to bring attention to Palmetto area. Jim suggested attention to how to direct drivers to Palmetto area from both northbound and southbound directions. Matthew observed the example of downtown San Mateo, and that people know they are downtown based on what is in the area.

Action Items:

- Anne to continue to research questions to resolve before bringing Off The Grid back to public hearing.
- Anne will outreach to City Manager about EDC moving forward with putting together a proposal / request to present to CalTrans regarding Hwy 1 signage and/or signage on pedestrian bridges.

c. Annual Report to City Council (Peter)

Peter provided a handout (Exhibit B) with an outline of ideas for content for the Annual Report to City Council. Kevin asked if members could see copies of reports from other committees as examples. Jim would like to include specific results in addition to efforts in the report.

Input for content for the Annual Report from members is requested to be emailed to Peter. Peter observed that specific efforts may align with more than one of the EDC's goals, and suggests efforts be summarized chronologically in the Annual Report. Jim noted that actions and thoughts have evolved and perhaps goals should evolve as well.

Committee members discussed their ideas on the goals of the EDC. Anne said that one goal is to attract people and businesses that are consistent with Pacifica's values and character. Peter said that it is not just attracting tourists, but bringing business to Pacifica weekdays. Karen observed that attracting business campuses Monday – Friday that contribute in a healthy way to Pacifica's economy would likely be against the flow of commute traffic. Kevin noted that Pacifica has a "sweet spot" for a particular size of business, and noted that it is about getting the right blend of businesses for Pacifica. Anne believes that Pacifica currently is undermarketed. Sue mentioned that Pacifica has been getting more press recently, and mentioned that Molly Blaisdell, a travel writer, published an article today in the Chronicle (and also on Patch) about a daycation in Pacifica. Brent mentioned a changing demographic in Pacifica, and Kevin emphasized understanding what the new demographic is interested in to promote spending expendable income locally.

Anne requested that Kevin attend the September 14 City Council meeting and speak about his support of Chamber of Commerce with respect to search engine optimization.

Action Items:

- Peter will have a draft of the Annual Report for review at meeting on September 8.

d. EDC Vacancies (Karen)

Karen informed the committee that seven of the twelve applicants for two vacant EDC positions were interviewed last Wednesday (August 5). City Council would benefit from input from EDC regarding what characteristics, qualifications, traits are sought in the ideal candidate, what talents are needed on the EDC to complement the present composition of the committee. As an example, Anne emphasized the Committee's need to analyze business trends, to know our audiences and strategize how to reach those audiences, and to know how to effectively connect with businesses. Anne guided the Committee to think about the EDC concept / goals first and what talent is needed to support those primary goals, and then integrate interests such as art, culture, history, sports, environment. Anne informed the Committee that it had been communicated to candidates that there are two ways to participate in the EDC: (1) as an appointee or (2) as a subcommittee / ad hoc committee member.

Action Items:

- Peter to gather input from EDC members on characteristics / qualifications to look for in the candidates, and prepare a summary to present to Council. May present this within the Annual Report to Council.

6) <u>Chamber of Commerce Update</u>

a. "Start a Business in Pacifica" (Victor)

Victor needs help on the “Start a Business in Pacifica” event, and asked whether EDC would sponsor or co-sponsor the event. Peter asked if there was a precedent for the EDC to sponsor an event, and what that would entail. Should the Chamber of Commerce or First National Bank sponsor the event? Victor said that First National Bank offered to host the event and provide refreshments. Victor requested Committee input on selecting a date for the event, possibly to be held in October. Anne requested that Victor bring a proposal back for Committee consideration at the next meeting, including details such as what speakers would be engaged and what is envisioned as EDC’s role and commitment with respect to the event.

- Victor to prepare a proposal for EDC consideration with details of “Start a Business in Pacifica” event.

b. “Alcatraz: Life on the Rock” exhibit (Victor)

Victor informed the Committee that the “Alcatraz: Life on the Rock” exhibit in Pacifica has been put permanently on hold due to liability issues with insuring the exhibit across multiple locations.

Separately, Kevin provided a Chamber update with respect to website metrics, indicating a 70% increase in hits in July as compared to July of last year. They are at about 5,000 visits per month now. A bigger count indicates more credible metrics. They have reached a plateau with the present platform, so will be changing soon to a new platform. Improvements to content and search engine optimization (SEO) have yielded great results.

7) Oral Communication from the Public at Closing

Four members of Boy Scout Pack 74 expressed their interest and opinions on the topic of Off The Grid that was discussed during the meeting.

8) Oral Communications from the Committee

Matthew recently went to the new Starbucks in Manor for the first time, and informed the Committee that there is an available commercial space in the same building on the other side.

Sue reminded the Committee of the Pacifica Historical Society’s grand opening of the Little Brown Church coming up on August 22, and informed the Committee that the space will eventually be available for weddings with the possibility of holding a reception at the castle. Sue would like to put Sporting Events template on the agenda and get the City more involved.

Victor informed the Committee that the Chamber is planning a sequel to Oktoberfest in another location, which will be a grand affair.

Jim, Peter and Karen passed on comments.

Brent mentioned a recent NextDoor.com discussion thread that answered the question of the La Mordida logo: it is a duck in a sombrero.

Kevin passed around pictures of utility box art that has recently been implemented in Hayward – images of sea turtles were painted on the boxes and came out great. He

mentioned a rumor on NextDoor.com that the old Pacifica Lumber owner was looking for suggestions for use of the vacant space; he asked Anne to contact the owner. Kevin requested guidance on outreach; he was recently contacted by a resident that is also representing a political body (PAC) and wanted some guidance on rules around committee members' contact with lobbyists. Kevin would like to add to the agenda for a future meeting: outreach to businesses that could be affected by Highway 1 widening as the City begins community engagement on the issue. This issue could be generalized to identifying how to support businesses in times of disruption in general.

9) Next Meeting Date: September 8, 2015 at 6:00pm

The Committee was reminded that the EDC Annual Report will be presented by Peter at the City Council meeting on September 14, 2015. EDC members are encouraged to attend.

10) Meeting Adjourned at 8:20pm

Neighborhood Group	Contacts	Goals	Efforts	Outcomes
North - north of Milagra Ridge - includes Fairmont, Edgemar, Manor, Highlands neighborhoods				
Boundary areas are the industrial section of Palmetto (recycling yard area) and funeral home on Oceana Businesses in these area should be able to self identify which neighborhood they feel more economically connected to.				
Central -between Milagra Ridge and Mori Ridge - includes Sharp Park and Fairway neighborhoods				
Boundary area is around the police station				
South -south of Mori Ridge -includes Vallemar, Rockaway, Fassler, Park Pacifica, Linda Mar, and Pedro Point				

Exhibit A

2015 EDC Report to City Council

Peter's Ideas – Less draft and more sharing of topics/ideas to get everyone's input before having a "draft".

Possible organization:
1. Intro with reiteration of our mandate, basic facts, context, thank you's…
2. Description of the themes consistently present in EDC discussion.
3. Description of the efforts taken.
4. Future wish list and plans.
5. Questions for council.

Introduction

In 2013 Pacifica City Council re-established an Economic Development Committee (EDC)…
1. To review and develop plans to improve customer service in departmental interfacing with current and potential Pacifica businesses.
2. To facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development.
3. To devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

These three goals will be referred to throughout this report.

[Facts paragraph] The reformed EDC began meeting in February, 2014, and has met seventeen times. Four adhoc subcommittees have also met to work on specific EDC efforts. Note about the composition of EDC. Representation. Note about turnover.

Efforts we benefit from and hope to build on
We are keenly aware that there are countless other members of our community that are working on developing our economy, and that our impact relies upon supporting, coordinating with, and being sensitive to them.
Mayors walk, City staff, Chamber of Commerce, Business Associations, Nonprofits, Athletics,

Themes

What does economic development mean in Pacifica (and what does it not mean)?
- increase the flow of money and resources through Pacifican businesses and residents to increase our well-being and opportunity.
- Economic development does not mean "remaking" Pacifica into something it is not. Austin says "Keep Austin Weird." Many Pacificans want to "Keep Pacifica Real." Don't want to attract development changes what people live here for.

How can efforts be fair to all of the groups and neighborhoods that call Pacifica home?
- Changing demographics of Pacific
- Need to target efforts geographically.

How can the EDC be more productive and effective?
- Evolution of norms
- Increase in ad hoc subcommittees
- Project work loop
- Economic Development Manager!!!
- Coordination with other committees/commissions/groups

Efforts

Draft Economic Development Plan

Opportunity for Revenue Generation

Developing Pacifica's Identity
- Utility Pole Art Program (box)

"…in Pacifica"
- Identity development and branding
- YouTube video competition

Local Event Development
- Improving the transparency of the permitting process and fee structure

Attracting Employers

Vacant Commercial Properties
- Listings – improving, organizing, and accessing
- Code enforcement

Physical Presence
- Coordination with Caltrans for directional signs.
- Exploring opportunities for improving city directional signage.
- Business signage and use of "A-frames" (code enforcement and possible need for revision)

Exhibit B

Internet Presence

- Recommended restructuring and revisions of city's website.
- Provided feedback on city's potential use of online video vendors and proposed alternatives.
- Coordination with the Chamber of Commerce site
- Calendaring events
- Advertise Pacifica Business' Groupons and promotions at Fogfest and other events
- Commercial space listings

Palmetto Streetscape

- the plans and identifying important aspects to communicate and developing vehicles to communicate them.
- "...in Pacifica" Youtube video competition

"Land Shark" Event

Food Truck Event

- Originally intended to bring the Sharp Boulevard community together towards goal number 2 and be a vehicle for working with the Palmetto Business Association and sharing information about Palmetto Street Streetscape Project working towards goal number 1.
- Committee member Brent Shedd reached out to Off the Grid. After they assessed Pacifica's potential they expressed interest in hosting a weekly event at Linda Mar Beach. Shifts event from focusing on goals 1 and 2 to goal 3.
- Economic Development Manager, Anne Stedler, is currently leading efforts with Off the Grid and community members to develop a food truck event that would the needs of the food trucks, local businesses, and residents towards goal number 3, but then also return to focusing on goals 1 and 2.

Future Wish List

- EDC activities in city event booth
- Liaisons

Questions for Council

- Based on ___, what do you see as our strengths and needs in our work/direction toward the goals in the EDC charter.
- Expertise, industries, and perspective to add to the EDC.
- Support the coordination of local organizations so resources can be shared/leveraged further.
- Please send us information about any people and resources.

Exhibit B