

# CITY OF PACIFICA

## ECONOMIC DEVELOPMENT COMMITTEE AGENDA

August 13, 2013  
6:00PM  
Police Station  
2075 Coast Highway

1. Call to Order
2. Approval of July 9, 2013 Minutes
3. Presentation by Anne LeClair, Executive Director of the San Mateo County Convention and Visitors Bureau, on the marketing efforts that they have made to the benefit of Pacifica over the past year.
4. Discussion about Economic Development Plan
5. Follow up : Greenstein Institute
6. Follow up : Lunchtime Business Series
7. Follow up: Renaissance
8. Subcommittee Reports/Discussion
  - Objective #1 (Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses)
  - Objective #2 (Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development)
    - Art Space Use
    - Movie Night
  - Objective #3 (Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth)
    - Encouraging Sporting Events in Pacifica
    - Cross Country Event in Pacifica
9. Oral Communications from the Public
10. Oral Communications from the Committee
11. Next Meeting date September 10, 2013