

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

**Minutes of May 13, 2014**  
**Approved on July 8, 2014**

In attendance were members: Brent Shedd, Christine Engstrom, Jim Heldberg, Len Stone, Linda Fahey, Mary Brown, Michael Varney, and Sue Digre; and City Staff: George White and Marilyn de Souza.

Absent: Courtney Conlon, Javier Chavarria, Peter Menard and Lorie Tinfow.

**1. Call to Order**

Chair Len Stone called the meeting to order at 6:03 pm.

**2. Approval of April 8, 2014 Minutes**

Mary made a motion to accept the Minutes. Michael seconded. The motion passed unanimously.

**3. Continued Discussion of the Draft Economic Development Plan and Next Steps**

Jim inquired about the Economic Development Coordinator position and when it would be filled. Len mentioned that the position was presented to City Council at the recent City Council meeting as part of the City's Budget process. Once the budget is adopted, then we can proceed to recruit for the position, but it will take time.

The subcommittee (comprised of Brent, Linda, Peter and Sue) met on April 15<sup>th</sup> to discuss how to increase Pacifica's visibility. Peter summarized and sent a list of recommendations, but it was not sent to the whole committee. At the committee members' requests, Brent would forward the email to Marilyn who would send it to the committee.

Brent gave a brief description of what could be done in Pacifica to make the City more appealing and tourist friendly. Vacant lots should be maintained. City should go after owners who let their properties diminish in value. Code enforcement has been problematic. The committee understood when George mentioned we have had one Code Enforcement Officer for a City of 40,000 people. It is also difficult as Pacifica does not have a weed abatement ordinance.

Discussion arose about the City's website. It is not user-friendly for a tourist, resident or even an employee. It needs to be fixed by a professional. Interns could do this for little to no cost to the City. If someone wants to bring an event to Pacifica, there is no info on the website whatsoever.

The entrance into Pacifica is a great way to beautify public spaces. There are artistic opportunities possible at the overpass (north end) or the pedestrian bridge (south end) in the form of better signage and murals.

**4. Oral Communications from the Public**

Skip Mayo addressed the Committee about the misperception of Pacifica – it is a dreary beach town on the way to Half Moon Bay. “It is always foggy.” We need to change this image. Every year, one of the local schools hosts an “Ocean Week”. Pacifica should capitalize on this event. Promote the ocean. Bring on the surfers. Pedro Point Surf Club started in his backyard. Contact surfboard vendors to come and display their products. Host a Ride-A-Wave competition for kids and adults. Invite food trucks to the Pier for people to sample different cuisines. All we need is to get a group to plan, pare down on an idea and make things happen.

Mr. Mayo was invited to join the subcommittee to assist in event planning for the EDC.

**5. Oral Communication from the Committee Members**

Jim said the trails at Rockaway Beach are looking great.

**6. Next Meeting Date**

The next meeting date was set for TUESDAY, June 10 2014.

Len Stone adjourned the meeting at 7:02 p.m.