



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, July 18, 2017, 6:00 PM**  
**Pacifica Police Dept. - Front Conf. Room**  
**2075 Coast Hwy, Pacifica, CA 94044**

## **CALL TO ORDER:**

### **Roll Call:**

Members: Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Joves, David Leal, Jonathan Mizrahi, Brent Shedd, Victor Spano

City Council Liaisons: Sue Digre, Mike O'Neill

City Staff Liaison: Lorenzo Hines, Jr.

### **Guest Speakers:**

- a. Pacifica Businesses
- b. Pacifica Chamber of Commerce: Jamie Monozon, Victor Spano
- c. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott
- d. Pacifica Tribune: Horace Hinshaw
- e. SMSBDC: Paula Mattison Sierra and Robert Shoffner

## **ADMINISTRATIVE BUSINESS (5 minutes):**

Approval of Order of Agenda

Approval of Minutes of June 13, 2017 (distributed to EDC with Agenda)

## **ORAL COMMUNICATION FROM THE PUBLIC AT OPENING:**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

**STAFF COMMUNICATIONS (5 minutes):**

1. Development project updates - Lorenzo Hines, Jr.
2. Economic Data review - Lorenzo Hines, Jr.

**COMMITTEE COMMUNICATIONS (30 minutes):**

3. Palmetto Avenue Update, David Leal
4. Digital Presence, Kevin Cubba
5. "In Pacifica" Promotion, Brent Shedd
6. Signage, Victor Spano
7. EDC Annual Report to Council, Samantha Hauser

**INFORMATIONAL ITEMS (10 minutes):**

8. Update by Library Advisory Committee (5 minutes)
9. Update from Chamber of Commerce (5 minutes)

**ORAL COMMUNICATION FROM THE COMMITTEE:**

10. Updates from Committee Members
11. Topics for Next Meeting

**ORAL COMMUNICATION FROM THE PUBLIC AT CLOSING:**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that was on the agenda.

**ADJOURNMENT**

**ATTACHMENTS:**

June 13, 2017 Draft Meeting Minutes

**NOTES:**

\*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.



# DRAFT

## CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE DRAFT MINUTES

**Tuesday, June 13, 2017, 6:00 PM**  
**Pacifica Police Dept. - Front Conf. Room**  
**2075 Coast Hwy, Pacifica, CA 94044**

### **Call to Order, Welcome and Introductions**

- a. Members Present: Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Leal, Victor Spano, Jonathan Mizrahi
- b. Members Absent: David Joves, Brent Shedd
- c. City Council Liaisons: Sue Digre, Mike O'Neill
- d. Staff Present: Keith Breskin, Sarah Coffey
- e. Guest Speakers:
  - i. SMSBDC: Paula Mattison Sierra

### **ADMINISTRATIVE BUSINESS**

#### Order of Agenda

Sam makes a motion to add update from Council Liaisons under Informational Items  
Victor seconded  
Passed Unanimously

#### Approval of May 9th Meeting Minutes

Edit to 1mm cut to reflect balancing budget

Sam motions to pass minutes as amended  
David L seconds  
Passes Unanimously  
Jonathan and Jim abstain

### **Oral Communication from the Public at Opening**

None

## COMMITTEE COMMUNICATIONS

1. **Palmetto Outreach, Streetscape / Groundbreaking**, David Leal  
Palmetto streetscape construction is underway. Planned groundbreaking for June 24. Plan on inviting Westpac and local merchants to the groundbreaking  
Open items are a photographer for the event.

There was a conversation around a much larger event for this however due to timing and constraints the current event will not be expanded. We are reaching out to local media such as Tribune, San Mateo Journal, Pacifica Magazine for coverage.

2. **Digital Presence**, Kevin Cubba  
EDC has been approved as an agency on NextDoor. This is a potential means to deliver the event information around Palmetto.  
Last meeting we discussed using Facebook to reach out to others outside of Pacifica.

Kevin shared an advertisement from Santa Cruz showing a rendering of an old cityscape and a new one.

3. **SBDC Series**, Paula Mattison Sierra  
Paula: Mindset of SBDC is to show business owners on how to run their business. Workshops from free to very nominal fees for specialized classes. In May, we did city workshops for Pacifica. Three part series, worked with Anne on Marketing and organizing the events. Businesses could sign up for additional interviews.  
Proposing on next batch of classes:  
Starting a Home Based Businesses  
Window Dressing, Merchandising 101 (Named it Retail 103)  
Retail 104 - Inventory Decisions  
Business Plan Class  
Elements of Running a business  
Restaurant Class (food costing, inventory, etc.)  
Social Media

Kevin: Would it make sense to move the venue to business hotspots instead of the Little Brown Church? (Palmetto, Manor, etc.)  
We were actually having the EDC meeting in the retail locations

Sam: Feedback from businesses who attended the sessions was very positive. Average rating was 4.6 out of 5.

Kevin: We should continue with the educational elements of the SBDC series.

Small businesses are what Pacifica is about.

Paula: Working on a quickbooks training right now. Something all businesses should have a background in.

Jim: Chamber would be interested in helping out with this too.

Sue: EDC recommends something to the Council regarding this item on how to move forward.

Kevin and Paula will talk and bring back to committee next time.

4. **Staffing City Booth at Events**, Jim Heldberg

Jim: No update since last meeting. Will go back to this next meeting.

5. **Signage** - Analysis of surrounding communities approach ; Victor Spano  
Victor provided handouts for what surrounding communities have done to approach this topic. Signage is a very large topic but the current scope is for A-Frame type signs for businesses. The guidance from City staff was to prepare something for a presentation and the action item is to begin working on a sort of study session with the Planning Commission. There are still many highway and City signs missing on the major thoroughfares into and through Pacifica.

6. **EDC Annual Report to Council**, Samantha Hauser

Sam distributed a draft and highlighted areas needing additional input from Committee members: Digital Presence images / text from Kevin, Sales Tax and TOT from Lorenzo, BID past 5 years of data from Victor. Sam will take input by email and bring an update to next meeting.

Goals Slide – David L. suggested mapping of trails, asks of Council for EDC to continue to be successful next year, budget for buying ads and/or websites, Palmetto Streetscape Phase 2 support.

Mike O'Neill: Beautification Advisory Committee inventoried 17 sites for murals in town and mapping those sites. Peter was EDC representative on BAC.

Sue Digre: Preparations for Portola Anniversary in 2019 has a lot of work focused on trails and big need of preparing information and marketing to draw visitors to Pacifica for the event(s).

## **INFORMATIONAL ITEMS**

### **1. Update by Library Advisory Committee, David Leal**

David: Monthly meeting tomorrow at Sanchez Library.

First workshops occurred at IBL regarding Library Needs Assessment.

Tomorrow we'll get an update on upcoming events as well as feedback from the Needs Assessment.

### **2. Update from Chamber of Commerce, Victor Spano**

Victor: Aspiring Entrepreneurs August 14th at US Bank

Taste of Pacifica - June 24th Moose Lodge

## **Oral Communication from the Committee**

### **1. Updates from Committee Members, Council Liaisons**

Sue Digre: Would like to put on agenda the history and environmental trails regarding Portola Event. Mike Perez is running this from the city. County is running this and will us any information that the city provides.

Mike O'Neill: Study Session on short term rentals (AirBNB).

Committee Member Updates: None

### **2. Topics for Next Meeting**

**Oral Communication from the Public at Closing - None**

**ADJOURN**