



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, May 9, 2017, 6:00 PM**  
**Pacifica Police Dept. EOC Conf. Room**  
**2075 Coast Hwy, Pacifica, CA 94044**

1. Call to Order, Welcome and Introductions
  - a. Members Present: Kevin Cubba, Matthew Dougherty, Samantha Hauser, David Joves, David Leal, Victor Spano
  - b. Members Absent: Jim Heldberg, Brent Shedd
  - c. City Council Liaisons: Sue Digre, Mike O’Neill
  - d. Staff Liaison: Lorenzo Hines, Jr.
  - e. Guest Speakers:
    - i. Horace Hinshaw
    - ii. Pacifica Businesses
    - iii. Pacifica Chamber of Commerce: Jamie Monozon (absent), Victor Spano
    - iv. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott
  
2. (5 min.) Approval of April Meeting Minutes  
Motion by David Joves. Seconded by David Leal.  
Minutes approved by all, but Victor Spano (abstain due to absence)
  
3. (50 min) EDC Priorities – Work Task Reports
  - a. Palmetto Outreach, Streetscape / Groundbreaking, David Leal  
David Leal presents construction and outreach plan. Construction to begin this upcoming week. Concrete to be poured June 26.  
Committee discusses groundbreaking ceremony around the first construction phase.
  
  - b. Digital Presence, Kevin Cubba  
Kevin Cubba mentions purchase of palmettoavenue.com that will cover groundbreaking and some imagery of the plans. After construction ends, website will become a downtown website.

Testing of Facebook ads was also discussed and committee will look into money needed for “Visit Pacifica” advertising

- c. Staffing City Booth at Events, Jim Heldberg  
no report as Jim was absent
  - d. Signage - Missing road signs, temporary signs; Kevin Cubba
    - i. complaints from merchants
      - 1. Missing signs “Welcome Pacifica” at entry points
      - 2. Temporary sign enforcement, merchants are upset with the inconsistent sign policy
    - ii. Action items:
      - 1. retail signage along Highway 1, placement at right point prior to a no u-turn”
      - 2. review current city sign policy, feedback from PAC and Chamber of Commerce and send suggestions of an ordinance to planning department. Victor will look at existing documents and do some research on existing ordinances.
  - e. 2017 Annual Report Content, Samantha Hauser  
Samantha presented framework for the 2017 EDC annual report. Next meeting she will have a draft presentation to review with committee regarding takeaways, goals, revenue, and challenges.
4. (20 min) LAC Group 4 Architecture Presentation to EDC.  
Dawn Merkes from Group 4 Architecture re-envisioning library needs in Pacifica. Hosting a first round of outreach, online surveys and in-person meetings to assess library needs and services.
5. (10 min) Assistant City Manager Report, Lorenzo Hines, Jr.  
Anne has left the city and Lorenzo is assisting with her EDC duties as well as Patrick
6. (5 min) Chamber of Commerce Report
  - a. CEO; Jamie Monozon (absent), Chamber Chairman; Victor Spano  
Chamber CEO stepped down last month, now they have Jamie part-time and Victor assisting as co-CEO  
June 24th 12-3PM Taste of Pacifica at Moose Lodge this year

7. (2 min. ea.) Oral Communication from the Public at Closing  
Horace mentioned the Portola Anniversary is important to work on.
8. (10 min) Oral Communication from the Committee
  - a. Updates from Committee Members  
Samantha requests hotel developers be put on agenda. Paula from SMSBDC reached out to pursue further Pacifica retail workshops. We would like to have her on a future agenda.  
New Indian/Pizza restaurant in Fairmont opening  
David Leal attending recent budget meetings, we have had to cut over \$1 MM from our city budget to reflect balancing the budget, how can EDC help increase revenue for the city  
Kevin Cubba asks how can we help move the arch at Palmetto Avenue forward
  - b. Reports from liaisons  
Mike O'Neill New EDC members will be selected and appointed for the June meeting
    - i. Library Advisory Committee (LAC)
  - c. Topics for Next Meeting
9. (2 min.) Upcoming Meetings FYI
  - a. June 13, 2017, Traveler, 5450 Hwy 1, Pedro Point Shopping Center
  - b. July 11, 2017, Silicon Segway, 205 Rockaway Beach #4

ADJOURN