



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, August 8, 2017, 6:00 PM
Silicon Segway
205 Rockaway Beach Ave 4, Pacifica, CA 94044**

ATTENDANCE:

Members: Victor Spano, David Joves, Jonathan Mizrahi, Kevin Cubba, Samantha Hauser, Jim Heldberg, Matthew Dougherty
Members Absent: Brent Shedd and David Leal
Guest: Lee Panza
City Council Liaisons: Sue Digre, Mike O'Neill
City Staff Liaison: Lorenzo Hines, Jr.

CALL TO ORDER:

Chair Kevin Cubba called the meeting to order at 6:10 pm.

ADMINISTRATIVE BUSINESS

Approval of minutes July 18th 2017.

Samantha moves to approve minutes, David Joves seconds.
Unanimously approved with no changes.

ORAL COMMUNICATIONS FROM THE PUBLIC

None.

STAFF COMMUNICATIONS

Overview of Palmetto Street Project from Public Works

Lee Panza presented the different phases of the Palmetto project.

Economic Data review

Lorenzo Hines, Jr. provided an update on the current city revenue in regards to sales tax and Hotel TOT. He also clarified the percent of sales tax that actually makes it to the city after the state and county takes their cut. He cited the HLT report on top sales tax drivers: restaurants, fuel, We discussed TOT as a result of hotel occupancy rates. We can drive TOT by increasing occupancy rates, adding hotel rooms, and, if approved, charging short term rentals TOT as well.

COMMITTEE COMMUNICATIONS

Palmetto Project

Paving and concrete work will be completed by fog fest

Bulbout planters will only have soil in 1st phase. Rotary club has expressed interest in planting and maintaining them.

Traffic flow changes - the Three way stop on clarendon.

The Downtown Sign is part of 4th phase, but we'd like to get it down earlier for 'ribbon cutting'

How is the arch going to be designed (100 year storm, fire and delivery truck heights, etc.)

Suggestions for raising money for sign—need to get quotes for arch

Victor and Samantha will spearhead the arch planning.

Signage

Victor Spano

We discussed several signage related items:

- 1) Temporary, portable folding signs. Need to support Business that are not visible from HWY 1 to draw foot traffic into these areas. Other municipalities have regulations to allow temporary signs much like the real estate open house signs. Action: We will need to work with Planning to determine best way forward.
- 2) Highway signage - many were blown down during last year's storms and CALTRANS is slow to replace. Action: note downed signs and put in replacement request.
- 3) Rockaway beach commercial center sign. The sign is in rough shape. There have been discussions amongst merchants, the CoC and the City about a replacement. At this time, there are several proposals, but no funding as of yet. Action: Continue discussion about sign design, creation, installation and funding.

EDC Annual report

Samantha discussed the 2017 EDC Annual Report to Council.

Staff submitted our request to get on the Council's Schedule for Sept.

Business Education/Training Seminars

Victor, Kevin and Sam reported on the education series.

Palmetto Avenue

EDC plans to revisit the original game plan and move to start marketing of the downtown area to both businesses and visitors.

INFORMATIONAL ITEMS

Library Advisory Committee

David Leal - working on site selection and funding.

Chamber of Commerce

Victor Spano – CoC events

This Friday Trip distillery ribbon cutting. Check the CoC website for more.

ORAL COMMUNICATION FROM THE COMMITTEE

Jonathan has contacts looking to find space for new restaurants in Pacifica; will talk with Victor to understand where to find available, suitable spaces.

Jim- The Rockaway sign to be replaced and should be a high priority.

Matt- Mobile food tax, we need to finding more tax dollars

Samantha – Working with Rotary Club and Public Works on a plantings in the bulbouts for Palmetto Street

Kevin – Reminded all expiring members that need to reapply for seats on the EDC board, if they wish to stay on.

ADJOURNMENT

9:15pm

