



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, January 14, 2020, 6:00 PM

Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER:

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Samantha Hauser, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of November 19, 2019
- Introduction of New Members

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications 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.

PRESENTATIONS (40 minutes):

1. Jennifer Hoover Design
2. Update on presenters and provision of questions:
 - a. February – Open
 - b. March – Erin Tormey, Coastside Farmers Market
 - c. April – Pacifica Chamber of Commerce Board Members
 - d. May – Lynn Adams, pending meeting date change.

COMMITTEE COMMUNICATIONS (80 minutes):

1. May Meeting Date
2. Review FY2019/20 Work Plan Progress, all subcommittees
3. Appoint new EDC Chair and Vice Chair

4. Appoint new Fogfest Liaison

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee – Grace Sobieski
2. Update from Chamber of Commerce – Archie Judan
 - a. Chamber publication
3. Fogfest Update - NONE

STAFF COMMUNICATIONS (5 minutes):

1. Beach Blvd Public Plaza Project
2. Hotel Project Applications

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Pub in the Park
2. Caltrans Partnership
3. Tribune Online
4. Welcome Committee for New Businesses
5. Mayor's Walks

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – February 11th, 2020

ADJOURNMENT

Notes:

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

EDC Workplan FY1920
Action items to meet EDC objectives

I. Identification of New Businesses That Fill a Neighborhood Market Gap

- a. Conduct community surveys (online, at community meetings, etc.) designed to identify the specific types of goods and services lacking in neighborhoods and business corridors, and identify new businesses to reduce retail leakage;
- b. Develop and maintain a toolkit for potential start-up businesses in Pacifica - "How to Start a Business in Pacifica" - for posting to the City website and distribution to community organizations, residents and potential new business owners.

II. Forum for Exchanging Ideas, Education, Information

- a. Conduct community outreach, recruit & encourage residents & businesses to attend and actively participate in upcoming Planning Department efforts, including the Local Coastal Plan Update, General Plan Update, and Sharp Park Specific Plan meetings;
- b. Assist in the planning of a 2019 celebration of Sharp Park Phase I Streetscape Project and support future phases of the Streetscape Project by involving community organizations, the local business community, and area residents in the process;
- c. Reach out to local businesses and residents to identify opportunities to provide and educate about available City & County Resources.

III. Reach out to the Business Community, Residents, and Visitors

- a. Provide economic development education and information to community residents, businesses and visitors, including coordinating and promoting events and providing information on the benefits of shopping locally, new businesses in Pacifica, and visitor serving information;
- b. Assist the Economic Development Program with the coordination and implementation of the Shop Pacifica CA Campaign, in conjunction with the Pacifica Chamber of Commerce;
- c. Work with the Pacifica Chamber of Commerce and other Pacifica business supporting organizations through volunteerism and administrative support to centralize fragmented internet resources and promote Pacifica as a visitor-serving destination.

SUBCOMMITTEE ASSIGNMENTS

Workplan Item	Type of Effort	Budget	Level of Effort	Committee
1 A	Ongoing	\$500	2	Archie, Lyssa, Farzad
1 B	Priority > Spearhead	\$0	10	Matthew, Samantha, Grace, Archie
2 A	Ongoing	\$0	5	Rachel, Grace, Samantha
2 B	Spearhead	\$3,000	7	Rachel, Daisy, Farzad
2 C	Spearhead	\$750	8	Matthew, Lyssa, Grace
3 A	Spearhead	\$750	6	Daisy, Matthew, Sean
3 B	Assist	\$2,000	8	Lyssa, Archie, Daisy
3 C	Spearhead	\$0	10	Archie, Sean, Samantha





CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, November 19, 2019, 6:00 PM

Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER: 6:13pm

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Samantha Hauser, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (10 minutes):

Approval of Order of Agenda

Approval of Minutes of September 10, 2019

Matthew motioned, Grace seconded, passed unanimously

Introduction of New Members

Cancellation of December 10, 2019 meeting

Rachel motioned, Grace seconded, passed unanimously

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications 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.

PRESENTATIONS (60 minutes):

1. "EDC Thanksgiving" – reflections from past EDC members
 - a. Mike Ervin, Mary Ann Nihart, and Javier Chavarria
Past members of EDC discussed the following questions with current committee members
What did you enjoy while on EDC?
What could have been better?
What would you like to see this EDC accomplish?
2. Update on presenters and provision of questions:
 - a. January – Jennifer Hoover Design
 - b. February/March – Open (Erin Tormey, Coastside Farmer's Market)
Other possible presenters were discussed including Rosanna Foust

*(SAMCEDA/South County), North County representative, Lynn Adams PBC, Half Moon Bay Chamber of Commerce CEO, John Hutar (San Mateo County/Silicon Valley Convention & Visitors Bureau)
Rachel will contact new brewery to see if they want to come in
Sherm or Horace from the Tribune to come regarding Business Spotlight a local business*

COMMITTEE COMMUNICATIONS (60 minutes):

1. Review FY2019/20 Work Plan Progress, all subcommittees
 - a. Subcommittee Assignments
 - b. All subcommittee budgets requests due
Tabled until next meeting
2. Appoint new LAC liaison *Grace selected as new LAC liaison, meetings 2nd Wednesday of the month at 6:30pm*
3. Appoint new EDC Chair and Vice Chair *Tabled until next meeting, passed unanimously*

INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee - NONE
2. Update from Chamber of Commerce – Archie Judan a.
Chamber publication
3. Ohlone Portola Events - Daisy Fong
Event was a success with ¾ off the community center full, tabling, food trucks

STAFF COMMUNICATIONS (5 minutes):

1. Pacifica Logo *Council motion failed*
2. Beach Blvd Public Plaza Project
Soon to be completed Sharp park study will tell us demand for Beach Blvd property
3. Hotel Project Applications
4. Brown Act & Future Ethics Training Events
TBD on specific date
Other communications included:
 - Larry Passmore, Fogfest President stepping down
 - Holiday Inn changing to Marriott Fairfield Inn with renovations
 - Palmetto streetscapes pushed until back, Ceremony will now probably be in the Spring

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Fogfest Follow up
Caltrans signage
Tribune (bringing publication articles online)

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
Table Wine might be getting evicted if they don't extend their lease with Kimco
2. Next Scheduled Meeting – December 10, 2019
December meeting cancelled, January 14th will be next meeting

ADJOURNMENT

Notes:

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

