



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, February 11, 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 January 14, 2020

## **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. No presentation today
2. Update on presenters and provision of questions:
  - a. March – Erin Tormey, Coastside Farmers Market
    - i. Discuss & provide questions to Erin
  - b. April – Pacifica Chamber of Commerce Board Members
  - c. May – Lynn Adams, meeting date confirmed for May 20
    - i. Staff to Provide Location - TBD
  - d. June – No Presentation
  - e. July – Open
  - f. August – No presentation
  - g. September – Open
  - h. October – No presentation
  - i. November – EDC Thanksgiving

## **COMMITTEE COMMUNICATIONS (80 minutes):**

1. May Meeting Date Changed to May 20

2. Review FY2019/20 Work Plan Progress
  - a. 2B Presentation and Workshop
  - b. 3C Presentation and Workshop
  - c. Overviews from Remaining Subcommittees
  - d. March Presentation: Group 3B
3. Mayor's Walks

**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 – Archie Judan

**STAFF COMMUNICATIONS (5 minutes):**

1. Council Goal Setting and Budget Update
2. Beach Blvd Public Plaza Project
3. 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 and Increasing Awareness of EDC among Businesses
5. Redo EDC Thanksgiving

**ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)**

1. Updates from Committee Members
2. Next Scheduled Meeting – March 10, 2020
3. No December 2020 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.



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 AGENDA

Tuesday, January 14, 2020, 6:00 PM

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

CALL TO ORDER: 6:06pm

Roll Call:

- a. Members Present: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, Farzad Saidy, **Members Absent: Lyssa Grimaldo, 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

**Sam motioned to move Mayor's Walk to the Committee Communications section  
Approval of Order of Agenda with this change moved to approve by Rachel,  
Archie 2<sup>nd</sup>, passed unanimously**

Approval of Minutes of November 19, 2019

**Approval of minutes - moved to approve by Rachel, Matt 2<sup>nd</sup>, passed  
unanimously**

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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PRESENTATIONS (40 minutes):

1. Jennifer Hoover Design

**Jennifer Hoover is the owner of a boutique graphic design firm in Pacifica. She knows Sue Beckmeyer from Cabrillo and has 2 girls ages 10 and 7 who attend school at Cabrillo. Prior to living in Pacifica, she lived in San Francisco and got her MFA from the Academy of Art in San Francisco, where she learned the art of storytelling. She worked for larger clients where she was able to hone her skills and had large projects like relaunching the design of the Disney stores in malls across the US. Her work spanned other industries including wine and spirits, clothing, and retail. In 2008, she moved to Pacifica and began freelancing. Her**

focus is now on smaller clients and offering good design at an accessible price. She has worked with lots of local realtors and non-profits in town. Jennifer likes to help people uncover their motivations within design.

Jennifer shared her ideas and strategies of outreach within Pacifica. She went to our EDC small business series a few years ago when it was held on Palmetto and thought it was a memorable experience. She is still in contact today with the group who attended that night. It was helpful for her even though she was already in the process of having a small business and just starting out, at that point she did not know the EDC existed and thinks the series should be ongoing and they provide a helpful format for new businesses looking for guidance.

She has put a lot of effort into her website and on Yelp to source new clients. A portion of her work is pro bono work for non-profits such as Pacifica Education. She has setup a collective, coworking space in Rockaway and thinks a larger co-working space would be great in Pacifica. She mentioned she has a desk available in her space currently.

Her focus is on what she calls business and marketing refreshes: simple changes, websites that can be updated and managed through themselves, other easy things that can be done including changing to a cleaner/simpler design, a new tagline, or creating a few new marketing materials.

In doing business in Pacifica vs. San Francisco, she has noticed a lot of small businesses that want to learn and are hungry to try something new. In San Francisco, your future clients were mostly based on who your past clients were. In Pacifica, she has gotten a lot of referral business.

## 2. Update on presenters and provision of questions:

### a. February – Open

Focus on a deep dive on one or two workplan subcommittees

### b. March – Erin Tormey, Coastside Farmers Market

### c. April – Pacifica Chamber of Commerce Board Members

### d. May – Lynn Adams, pending meeting date change.

Others may include Half Moon Bay Chamber CEO prior she was head of Chamber in Carmel, Sherm from the Pacifica Tribune (these presentations will be every other month since the plan is to focus on a deep dive of a subcommittee every other month)

## COMMITTEE COMMUNICATIONS (80 minutes):

### 1. May Meeting Date

May 14<sup>th</sup> or May 20<sup>th</sup> at 6pm will be presented to Lynn Adams

### 2. Review FY2019/20 Work Plan Progress, all subcommittees

1A: no new update, new committee member Faz has lots of questions

1B: move to a quarterly cleanup and will assist 2C as events are scheduled

2A: paper Sharp Park with the cards that are regarding Sharp Park Specific Plan on January 29<sup>th</sup> will be marketed to Sharp Park residents and businesses, Rach will put on Nextdoor, Sue will help Grace and Sam with passing papers out, will look into other ways to share such as school bulletins and PCT leave behinds at cafes, laundromats, churches, and markets

2B: Daisy and Rachel met with Thomas, looking at a date in the Spring for phase 1 completion and phase 2 kickoff, looking at a Saturday though so it is more of a community event, looking at a raffle (Palmetto businesses preferred), IBL marching band, closing down the street, refreshments, a couple things that are a draw, budget \$2000, program outline, reuse the banner, one or two Pacifica business owners to speak, bulb outs should be fixed up and beautification committee should do a run through prior to the event, light bulbs need to be replaced, Since money has been approved by the city Public Works will now put out a bid for Phase 2 of the work, committee is shooting for the 3<sup>rd</sup> week of May for celebration and then phase 2 work will begin

2C: reinstating the small business series focus, Matt to get Lyssa's information and meet with Thomas about budget prior to February meeting, deep dive tentatively scheduled for March's meeting, Chamber's focus for this year is coordinating and hosting 4 workshops for Chamber members, Matt to meet with Archie so there is not a duplication

3A: Matt to connect with Sean and get together with Daisy before next meeting

3B: Archie and Daisy met and put together a budget, split up into Phase 1 and Phase 2

Phase 1 would be branding or a chart of a good graphic to where your sales tax goes, shop local education public awareness campaign tell story about how its helpful, create a webpage that hosts a downloadable PDF for people to refer to, shop local posters,

Phase 2 Shop Pacifica campaign shopping passport, turn in your receipt for a raffle, open house or encourage residents to shop holiday shopping guide, can go into a deep dive in February along with 2B

3C: Group got together worked on identifying fragmented resources (examples include brewery's calendar, Sanchez Art Center),reinstating Mayor's walks as the entire council, will get a draft together of a syllabus, can go into a deep dive in February along with 2B

### 3. Appoint new EDC Chair and Vice Chair

Rachel motioned for Chair Hauser and Vice Chair Dougherty to remain as is for this next year, Archie 2<sup>nd</sup>, passed unanimously

#### 4. Appoint new Fogfest Liaison

Sam motioned to appoint Archie Judan as FogFest Liaison, Rachel 2<sup>nd</sup>, passed unanimously

#### INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee – Grace Sobieski Sue gave update to see if anything changed since their recent efforts, continued outreach and banners to dispel myths and give accurate information that there will be 2 locations and the sharp park location will still be the current location, intended to be a shared space (PB&R and County library) and library purpose would be unstaffed and staff would be used primarily for programming
2. Update from Chamber of Commerce – Archie Judan Chamber will meet tomorrow to discuss calendar of events for 2020 (workshops, networking events), 2/27 installation award dinner at Nick's to recognize board members and community members
  - a. Chamber publication ongoing discussions, but every other year the paper directory will be published and the online updated the other year, 2020 is a paper directory year
3. Fogfest Update - NONE

#### STAFF COMMUNICATIONS (5 minutes):

1. Beach Blvd Public Plaza Project working with Coastal Commission currently
2. Hotel Project Applications  
699 Oceana (old Spanky's location): has gone to planning commission, commission had some conditions added to the project, it will be on the planning commission agenda soon  
2212 Beach Blvd: currently completing a feasibility study for a hotel on the site should be finished by March  
Palmetto streetscape: some light poles need to be repaired that are oxidizing from the elements, some poles have been knocked down, poles are unique not standard, banners need to be a specific custom size

#### Other News

Reminder for committee members to use city email

Goal setting and budget meetings TBD

HGTV is looking for a U.S. town for a makeover, City Connect should forward to the public

Mike mentioned he would like an emergency ordinance for restaurant or retail in the new commercial space at the Holiday Inn in Rockaway (Fairfield Inn by

Marriott), June tentative opening, another hotel going through construction the best Western Lighthouse Inn will be rebranding as Wyndam soon

#### 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  
**Rachel - Terra Nova Education Foundation (TNEF) annual fundraiser at the Sanchez Art Center 2/7 7-10pm**  
**PBC Movie Night 2/7 Mildred Concert Hall**
2. Next Scheduled Meeting – February 11<sup>th</sup>, 2020

ADJOURNMENT **8:35pm**

#### Notes:

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