



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, September 8, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94720106333>

CORONAVIRUS DISEASE (COVID-19) NOTICE

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT AND PURSUANT TO THE ORDER OF THE HEALTH OFFICER OF SAN MATEO COUNTY DATED JUNE 17, 2020. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

Consistent with the above-referenced Orders, this City Committee Meeting will not be physically open to the public and Committee Members and staff will be video/teleconferencing into the meeting. To maximize public safety while still maintaining transparency and public access, members of the public can observe and participate in the meeting as detailed below.

How to Join the Meeting:

- Join using Zoom meeting link: <https://zoom.us/j/94720106333>
(By Phone, dial-in to: **1-669-900-6833** and enter **Webinar ID: 947 2010 6333**)
- Contact City Manager Kevin Woodhouse by email at woodhousek@ci.pacifica.ca.us for meeting access questions.

How to Submit Public Comments:

There are 2 options for providing public comments.

- (1) **By EMAIL** to woodhousek@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 9/8/2020 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words

Electronic Comments received by email will be monitored during the meeting and read into the record at the appropriate time with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at www.cityofpacifica.org for any updates.

CALL TO ORDER:

Roll Call:

- Members: Matthew Dougherty (Chair), Daisy Fong, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

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 – NONE.

COMMITTEE COMMUNICATIONS (60 minutes):

1. Committee workplan items status (FY2019-20 workplan attached)
 - a. Status of small business and restaurant assistance activities and resources during COVID-19;
 - b. Confirm tasks and timeline for Committee focus for September to December 2020.

INFORMATIONAL ITEMS (5 minutes):

2. Update from Chamber of Commerce – Archie Judan

STAFF COMMUNICATIONS (5 minutes):

3. Update re: COVID-19 responses and Outdoor Commercial Activities

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

4. Welcome Committee for New Businesses and Increasing Awareness of EDC among Businesses – post-COVID-19 Response

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

5. Updates from Committee Members re COVID-19
6. Next Scheduled Meeting Date – October 13, 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.