



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, October 13, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94123660482>

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/94123660482>
(By Phone, dial-in to: 1-669-900-6833 and enter Webinar ID: 941 2366 0482)
- 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 10/13/2020 [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:

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson

- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Welcome to new Committee members Kathleen Courtney and Jim Heldberg

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. Sub-committee work/updates re: Committee workplan revisions;
- 2. Movie Night Special Event, Committee role, City/Committee Sponsorship;
- 3. "Shop Pacifica" workplan item and outreach to businesses (especially restaurants);
- 4. Pacifica Restaurants special event

INFORMATIONAL ITEMS (5 minutes):

- 5. Update from Chamber of Commerce – Archie Judan

STAFF COMMUNICATIONS (5 minutes):

- 6. Update re: COVID-19 response:
 - a. Reopening status
 - b. Outdoor Commercial Activities
 - c. San Mateo County Window Clings

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

- 7. The Committee will discuss and determine potential future agenda items

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

- 8. Updates from Committee Members re COVID-19
- 9. Next Scheduled Meeting Date – November 10, 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.



To: Economic Development Committee

From: Mike O'Neill and Sue Beckmeyer

October 13, 2020 Meeting

Re: Drive In Movie Concept.

Attached please find a PDF describing the recent Drive In Movie in HMB. The person who organized this, Julie Mell, has arrangements to do the same thing at Sea Bowl on October 20.

I have also attached the information from the Planning Department regarding Special event Permits.

This information is relevant for most items we discuss including the Restaurant Drive Thru Event.

POP-UP

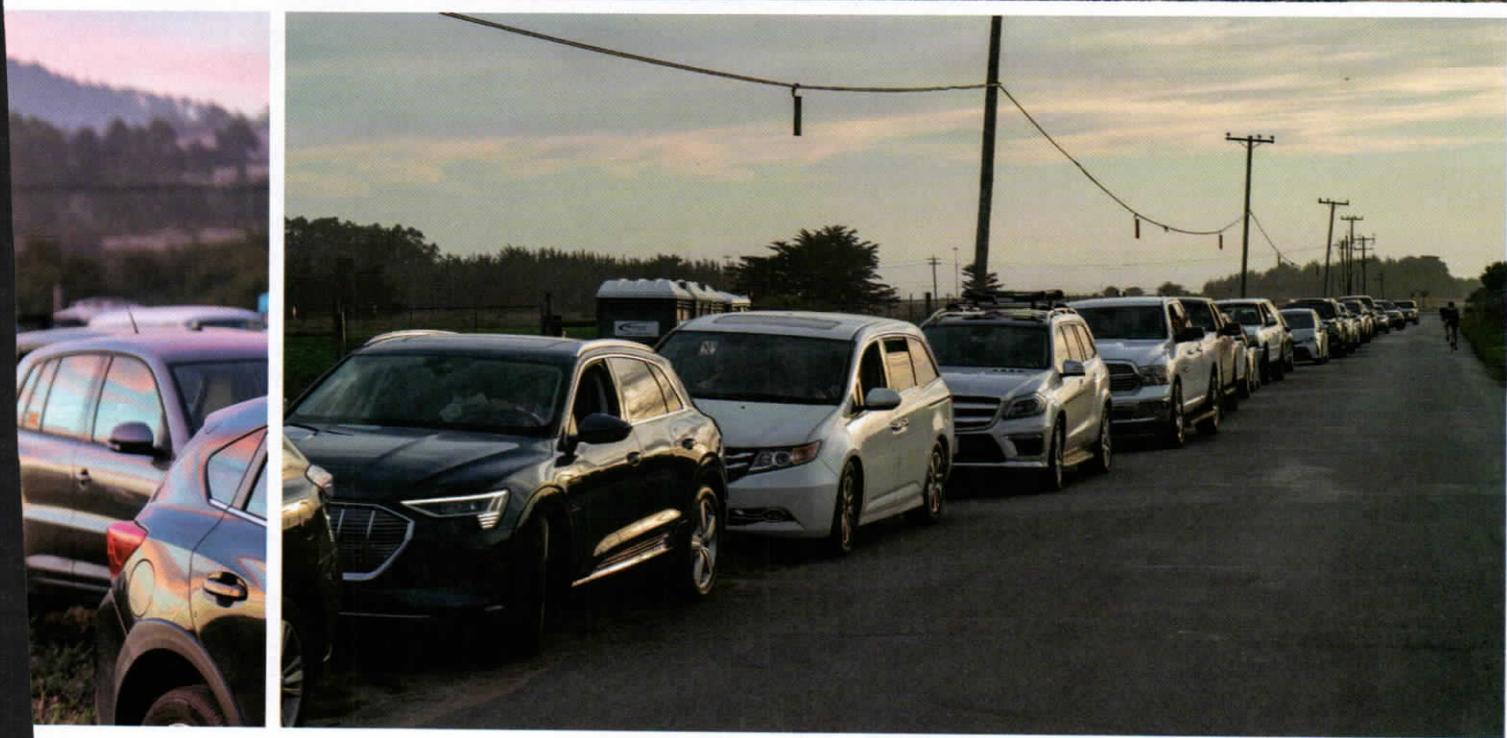
DRIVE-IN

COASTSIDERS FLOCK TO
MOVIE UNDER THE STARS

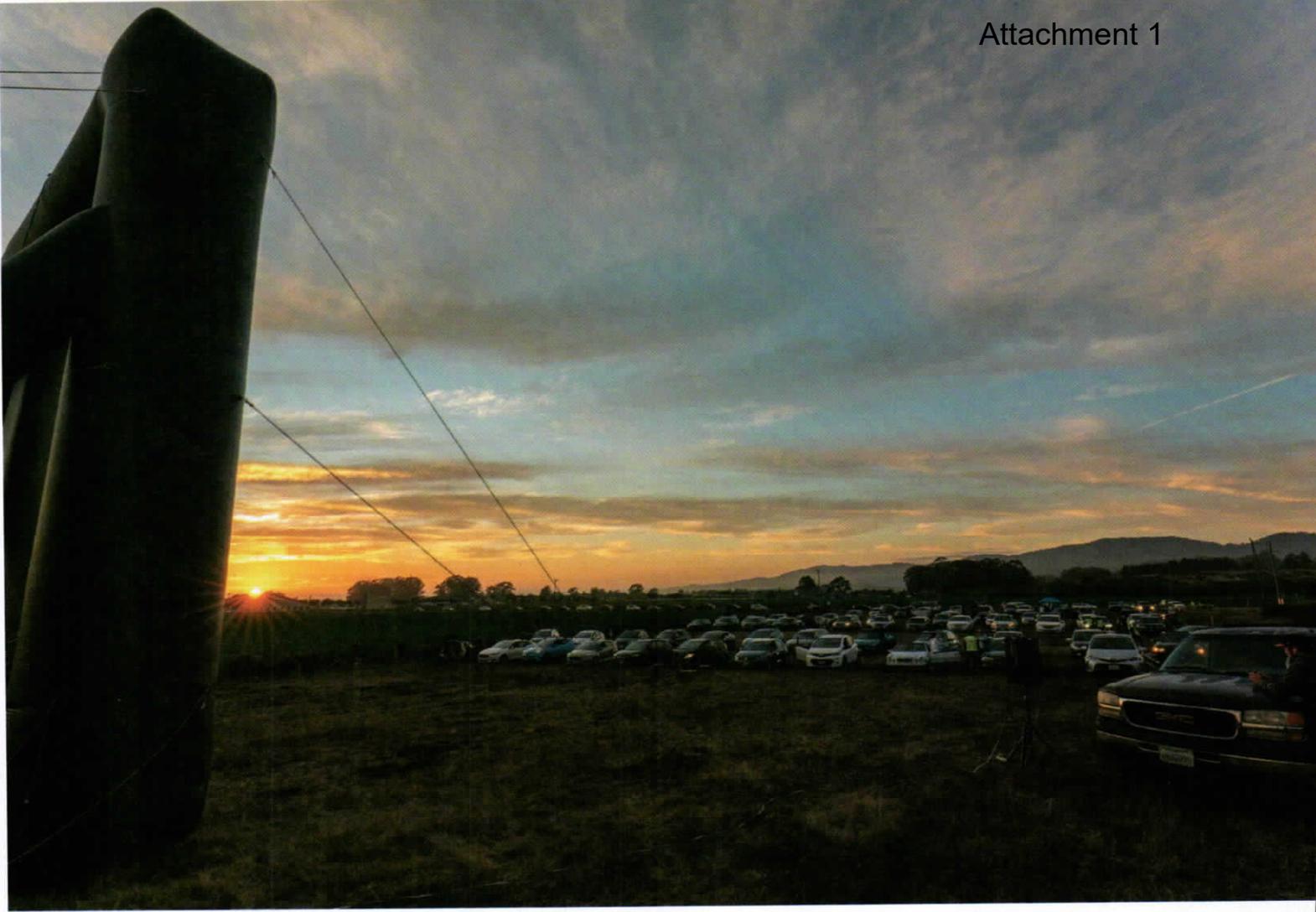
☆☆☆☆ By Sarah Wright ☆ Photos by Adam Pardee ☆☆☆☆







goers lined up on Higgins Canyon Road in anticipation of an outdoor, drive-in event featuring the flick "Chasing Mavericks."



As if not wanting to be upstaged, Mother Nature treated moviegoers to a spectacular sunset as the first act of the evening.

"I am so touched," Mell said.

As the shadows across the field got longer and the sound of the fog horn came in clear, Bob Marley rang through the hills as the sun set, setting the inflatable screen as large as the Johnston House itself ablaze with light.

Mell's daughter McKenzie was supposed to go to Hawaii that week but stayed to support her instead, leading a round of applause for her mom every time she walked by. Mell's husband and her father were there to lend support too.

"I am so proud of her," McKenzie Mell said.

At the concession stand, moviegoers picked up popcorn, Redvines and treats from local baker Fishwife Sweets. Even a local dog named Maverick made an appearance.

Residents shared old stories of drive-in movies to remember — some recalling the hot date, the horror movie or the peppermint Schnapps.

"It's been since I was a kid," Half Moon Bay resident Julie Graff said. "... We saw 'Alien.' It was terrifying."

Justin and Darcy Vargas remember the day actor Gerard Butler and the "Chasing Mavericks" crew came knocking on their door to shoot the movie for six weeks. Their home was used as the Butler's character, Frosty Hesson. Their kids pile on top of the roof of their car to watch their own home projected across the starry sky.

"We have kind of a vintage-looking house, they were like, this is perfect for the era," Vargas said. "They brought the rain machine in for the weather, and it was really neat."

Mell is working to host more nights under stars through the fall after plans for a drive-in in August at Ocean View Farm had to be postponed when livestock rescued from the CZU Lightning Complex fires in the South Coast were taken in to the farm. But even wildfires won't stop Mell's efforts to give back — she's hoping future events can support those who lost everything.

"The community is so much larger, but I hope to touch everyone by the time winter comes," Mell said. **ON THE Coastside**



inflatible screen was set up on the field in front of the historic Johnston for a pop-up drive-in event in August.

LIGHTS, CAMERA, ACTION!

Keep an eye on beachbreakentertainment.com for more drive-in experiences.



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Safety protocols for the health and well-being of our guests, volunteers, and staff include face masks, physical distancing, and limited numbers of people in the galleries. Visit our website for more information.





All events held on Private Property, Public Property, or Public Right-of-Way

- One of two permits from the Planning Dept., depending on nature of event:

Temporary Commercial Promotional Event (see PMC for qualifying events) – Sec. 9-4.2302(a)

- \$666 deposit with the Planning Department
- Application must be submitted at least 30 days prior to event (consider possibility of an appeal and submit as early as possible)
- Limited to C-zoned sites
- Notice of approval mailed to residents/property owners surrounding event location, 10-day appeal period to Planning Commission
- Qualifying events include: Sidewalk sales lasting more than three (3) days, flea markets, rummage sales, festivals, bazaars, or other similar temporary activities not lasting more than two (2) weeks, the primary purpose of which is to promote proposed or existing businesses, may be established on public or private property within any C District.

Temporary Use Permit (TUP) – Sec. 9-4.2305 PMC (for all other temporary events not qualifying under PMC Sec. 9-4.2303(a))

- A TUP allows for uses to be permitted for a period of up to 6 months on a specific privately owned site (may occur intermittently within 6-month overall time limit)
- \$3,000 deposit for processing through the Planning Department
- Takes anywhere between 2-5 months to process (depends highly on applicant's timeliness in getting materials submitted for a complete application)
- Public hearing at Planning Commission or Zoning Administrator required (10-day appeal period to City Council or Planning Commission, depending on initial approval).
- Per PMC Sec. 9-4.4303, a CDP may also be required and could potentially be appealable to the California Coastal Commission depending on the location of the event, unless the event falls within limitations for PMC Sec. 9-4.2302(a) qualifying events or within the exclusions outlined in Sec. 9-4.4303(i)(6)

Events held in the Public Right-of-Way, Additional Permitting Requirements

- One of the following approvals from Public Works or Police Departments depending on event location:

Special Event Permit (events held in non-residential areas)

- \$222 processing fee through the Public Works Department
- Takes a few days to process

Block Party (events held in residential areas)

- \$58 processing fee through the Police Department (coordination with Public Works for approval of closing off streets)
- Takes about a week to process

Events held on Public Property (outside public right-of-way):

One of the following approvals from PB&R Department:

Parks

- \$75 or \$225 processing fee depending on park through Parks Beach & Recreation in addition to Public Works time for putting out and taking down barricades (3-hour x 2 staff, for example)
- Takes about 2 weeks to process

Beaches

- Closing down beach parking lots would not be possible
- Speak with PB&R Director Mike Perez

City Parking Lots

- Charge full daily rate for each parking spot on the subject City lot (88 spaces x \$9 per day as an example for Crespi lot) in addition to Public Works time for putting out and taking down barricades (3-hour x 2 guys, for example)
 - Can be applied for any City owned lot throughout Pacifica except for beach parking lots
- Takes about 2 weeks to process

Additional Notes:

- A single event may require one or more permits/approvals in the categories indicated above
- If food will be served, please contact the County Environmental Health Department
- If the event will have tents, the Fire Department will need to be contacted for separation requirements (Deputy Chief Barry Biermann bbiermann@northcountyfire.org)
- If alcohol will be served, State ABC licensing is required (PD will be contacted as well)

To: Economic Development Committee
From: Mike O'Neill
Date: October 13, 2020
Subject: Budget Allocation

I wanted to provide some background to a discussion about using some of the \$7,000.00 budget for achieving some goals of the EDC.

We have discussed in the past a "Shop Pacifica Campaign". One of the biggest challenges we have is the lack of organized data to solicit the local businesses to develop a database for efficiency. I have been in contact with Carol Camancho, who recently worked for the Chamber of Commerce. At the present time Carol helps the Chamber with the Constant Contact Email they do to their list which number approximately 500 people.

What I am proposing and would like to discuss is the following tasks.

The City is currently having businesses renew their business license. The business owner can at this time renew online which would encourage the business giving us their Email.

I have approached Carol to take the business license information and sort the information into categories that we will be able to use to do Email blasts to the various business.

For example, Carol would put all restaurants in one category with a subcategory of cuisine/type as well as location such as Manor, Linda Mar, Eureka Square etc. She would be able to do this for various stores and other businesses as well.

Once the data is collected Carol would also set up a Constant Contact or something like do a weekly Email for the restaurants to offer ads, discounts, specials etc. I would propose that the City set this up initially then maybe have it turned over to the Chamber if they wish.

Carol has offered to this work for approx. \$500.00. If we wish her to do the weekly Emails that would need to be billed and done separately.

As members of the EDC we would each need to solicit the local restaurants to see if they wish to participate in the Email newsletter. At this point I would suggest it be free until the end of COVID. If the Chamber takes it over, they will have charge as they see fit.

What will be discussed is the concept and voting on the money being allocated. We will also need a couple of members to advise Carol and give input. She estimated it would be about a month to complete.