



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, July 9, 2019, 6:00 PM

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

CALL TO ORDER:

Roll Call:

- a. Members: Louise McGinnis Barber, Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
- 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 June 11, 2019 (Attachment 1)

COMMUNITY COMMUNICATIONS (10 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 (15 minutes):

1. No Presenter
2. Update on presenters and provision of questions:
 - a. August – KIMCO, Ranfie Ancelovi
 - b. September - K2 Clean Energy Capital, LLC
 - c. October – Jennifer Hoover Design

COMMITTEE COMMUNICATIONS (60 minutes):

1. Review FY2019/20 Work Plan Progress, all subcommittees (Attachment 2)
2. West Sharp Park Business Survey & Trivia or Treat, Grace & Jonathan

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce – Archie Judan
 - a. Dog Surfing
3. Ohlone Portola Events - Daisy Fong

STAFF COMMUNICATIONS (5 minutes):

1. FY19-20 City Budget Status
 - a. EDC funding request
 - b. West Sharp Park Ph 2 funding
2. Hotel Project Applications
3. Brown Act & Future Ethics Training Events

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Pub in the Park
2. Fogfest Follow up
3. Event Opportunities (i.e. Trivia or Treat)

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – August 13, 2019
3. November 2019 Meeting has been moved to November 5th

ADJOURNMENT

Notes:

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





DRAFT CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, June 11, 2019, 6:00 PM

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

CALL TO ORDER: 6:03pm

Roll Call:

1. Members: Louise McGinnis Barber, ~~Rachel Cauteruccio~~, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
2. City Council Liaisons: ~~Sue Beckmeyer~~, Mike O'Neill
3. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Louise moves to approve agenda. Daisy seconds, passes 5-0.

Approval of Minutes of May 14, 2019

Jonathan moves to approve minutes, David seconds passes 5-0.

COMMUNITY COMMUNICATIONS (10 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 (30 minutes):

1. Larry Passmore, Fog Fest

What makes the fogfest unique?

For the community, run by the community; 900 volunteers put in about 3800 hours.

In 2013, there were 2 boards - \$58000 provided to community.

In 2017, \$116,000 provided back to community

Fogfest facts:

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2 meetings with community groups - ~10 days before festival. One after thanksgiving, check distribution meeting.

Festival uses 1 mile of palmetto, all of IBL school and some of Oceana.

No major incidents in the past 5 years.

Sells out booths every year.

Return vendors is above 65%

Serve about 20,000 drinks (non-alcoholic and alcoholic) and 14,000 plates of food.

~100 submissions for bands.

1200 participants in 2018 parade

Fog Jog and Fun Fest coordination with PB&R

Advertised through Tribune, Pacifica Magazine, Bands promote their shows as well, Epoch times, word of mouth, community groups

Analytics, web design, social media is all done outside of the core fogfest board.

All booths go through Jeff who coordinates the layout of the booths.

All palmetto businesses get a free spot.

Are there ways to get more local businesses involved: For less than \$40, you can promote your business in the parade.

There are a total of 56 community groups which benefit from the festival.

Fogfest board is currently looking for new members and letters will be going out in the tribune and shared with city staff.

2. Update on presenters:
 1. July – open

Thomas is working with Erin from Coastside farmer's market to attend later in the year.

2. August – KIMCO, Ranfie Ancelovi



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3. September - K2 Clean Energy Capital, LLC
4. October - Jennifer Hoover Designs

COMMITTEE COMMUNICATIONS (45 minutes):

1. Review FY2019/20 Work Plan Assignments and Next Steps

- a. Discussed Starting a Business in Pacifica Guide

Comments can be sent to Sam prior to 6/30.

- b. Assist in planning of celebration of palmetto streetscape project

Budget in 2 weeks will provide more information around celebration funding.

5 of the 8 work plan items require EDC to work with local businesses so having a master business list will accelerate our work plan

Key questions: What information can be provided to the EDC? And what can the information be used for to support the EDC work plans?

2. West Sharp Park Business Survey & Trivia or Treat, Grace & Jonathan
3. Dog Surfing, Archie

Promotor, Taste TV, has asked to work with the Chamber on preparing for the event in August regarding dog friendly locations in addition to other questions.

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal

Meeting tomorrow evening. No meeting since our last session. Agenda for tomorrow is Debrief from 5/28, Citizen outreach update.

2. Update from Chamber of Commerce – Archie Judan

Taste of Pacifica June 22 at Moose Lodge

3. Ohlone Portola Events - Daisy Fong
Posters for Portola have been printed

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There is also a Sweeney Ridge pamphlet available

4 paint outs along Portola Trail coordinated with Sanchez Art Center

STAFF COMMUNICATIONS (5 minutes):

1. Plan Pacifica Website and Dates for Summer '19 Events

Dates for events should be posted this week. Goal is to finish project in June 2020.

2. Hotel Project Applications

3. Brown Act & Future Ethics Training Events

City Attorney working on scheduling educational session

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Event Opportunities (i.e. Trivia or Treat)

Add - Fogfest follow up

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members

2. Next Scheduled Meeting – July 9, 2019

November meeting date will be either 11/5 or 11/19.

ADJOURNMENT - 8:28pm

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	Level of Effort	Columns
1 A	Ongoing	2	Jonathan, David
1 B	Priority > Spearhead	10	Matthew, Samantha, Grace, Archie
2 A	Ongoing	5	Rachel, Grace, Samantha
2 B	Spearhead	7	Rachel, Daisy, Jonathan
2 C	Spearhead	8	Daisy, Matthew, Louise
3 A	Spearhead	6	Daisy, Matthew, Louise
3 B	Assist	8	David, Archie
3 C	Spearhead	10	Archie, Louise, Jonathan

