



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, October 8, 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, 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 September 10, 2019

Appointment of EDC Committee Member to Library Advisory Committee

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 (30 minutes):

1. Jennifer Hoover Design
2. Update on presenters and provision of questions:
 - a. November – EDC “Thanksgiving” (confirm speakers, come up with questions: vice chair to transmit questions to chair)

COMMITTEE COMMUNICATIONS (60 minutes):

1. Review FY2019/20 Work Plan Progress, all subcommittees
 - a. All subcommittee budgets requests due

INFORMATIONAL ITEMS (5 minutes):

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

STAFF COMMUNICATIONS (5 minutes):

1. Pacifica Logo
2. Beach Blvd Public Plaza Project
3. Hotel Project Applications
4. Brown Act & Future Ethics Training Events

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Appoint new EDC Chair and Vice Chair
2. Pub in the Park
3. Fogfest Follow up

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – November 19th, 2019
3. No December 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.





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

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ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

SH moved to change the order of agenda, move item 1 under presentations to number 1 under subcommittee assignments - Review subcommittee assignments and formalize changes

Approval of Minutes of August 13, 2019

Minutes approved 5-0, Sam motioned, David seconded

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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PRESENTATIONS (30 minutes):

1. K2 Clean Energy Capital, LLC

Jon Pickering

K2 focuses on helping medium sized businesses in acquiring capital to install solar.

Property assessed clean energy is a state-legislated economic development program that allows for long term financing of energy and water efficient projects.

2. Update on presenters and provision of questions:

- a. October – Jennifer Hoover Design
- b. November – EDC “Thanksgiving” (confirm speakers)
 - i. SB - proposes inviting past members of the committee to attend November meeting to discuss challenges which faced the committee back then and challenges the current committee now.
 - ii. SH - add to agenda in October pre-questions for November meeting

COMMITTEE COMMUNICATIONS (60 minutes):

1. Review Subcommittee Assignments and formalize changes
 - a. Daisy - add to 3 B, off 2 C
 - b. David - Add to 2 B
 - c. Archie - Add 1 A
 - d. Louise - No changes
 - e. Sam - Add to 3 C
 - f. Matt - No changes
 - g. Grace - 2 C
 - h. SH Makes motion, MD 2 seconds passes 7-0

Committee Updates:

1B - Brochure how to start a business in Pacifica

2B - Sam to work with subcommittee on prior event

3B - Broader Shop Pacifica campaign and mini implementation plans such as shop local during the holidays

2. Review FY2019/20 Work Plan Progress, all subcommittees
 - a. All subcommittee proposed budgets due

Budget discussion:

 - i. 1A \$500
 - ii. 1B No anticipated budget
 - iii. 2A No anticipated budget
 - iv. 2B \$3000
 - v. 2C 750
 - vi. 3A 750
 - vii. 3B 2000
 - viii. 3C No anticipated budget



INFORMATIONAL ITEMS (5 minutes):

1. Update by Library Advisory Committee - David Leal
Visit pacificlibraryproject.com
2. Update from Chamber of Commerce – Archie Judan
 - a. Chamber publication
New directory is being planned, first in 3 years.
3. Ohlone Portola Events - Daisy Fong

STAFF COMMUNICATIONS (5 minutes):

1. Pacifica Logo
Councilmember O'Neill is championing this initiative
2. Hotel Project Applications
699 Oceana will not come back to planning until late 2019 at the earliest.
~30 rooms
2212 Beach Blvd - tied to General Plan, Local Coastal Plan and Sharp Park
Specific plans and do RFP once entitlements are ready.
3. Brown Act & Future Ethics Training Events
~ October timing

POTENTIAL FUTURE AGENDA TOPICS (5 minute)

1. Pub in the Park
2. Fogfest Follow up

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – October 8th, 2019
3. November 2019 Meeting has been moved to November 19th

ADJOURNMENT**Notes:**

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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



EDC Workplan FY1920
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SUBCOMMITTEE ASSIGNMENTS

Workplan Item	Type of Effort	Budget	Level of Effort	Committee
1 A	Ongoing	\$500	2	David, Archie
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, David
2 C	Spearhead	\$750	8	Matthew, Louise, Grace
3 A	Spearhead	\$750	6	Daisy, Matthew, Louise
3 B	Assist	\$2,000	8	David, Archie, Daisy
3 C	Spearhead	\$0	10	Archie, Louise, Samantha

