



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, March 12, 2019, 6:00 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER: 6:06pm

Roll Call:

- a. Members: 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
- d. Absent: Louise McGinnis Barber

ADMINISTRATIVE BUSINESS (10 minutes):

Approval of Order of Agenda - Passed Unanimously

Approval of Minutes of February 12, 2019

Add e to Louise's name in meeting minutes.

Remove first sentence under IT update

COMMUNITY COMMUNICATIONS (10 minutes):

Oral Communications at opening:

Vicki Moore from Chamber of Pacifica - Taste of Pacifica is coming up.

PRESENTATIONS (25 minutes):

1. Lauren Zukowski, Zukowski Collective – Introduction by Grace Sobieski

Opening a business was very simple in Pacifica.

Biggest challenge on Palmetto is foot traffic and exposure.

Having visibility from the highway (signage) would help.

Palmetto is ripe for building community in Pacifica. Would love to organize a first friday walk.

Variety of contemporary art and ceramics. 4 artists are shown consistently, largely painting.

Found the space by utilizing Nextdoor. However ended up driving down Palmetto and found the space.

2. Confirmation of May, June, July, August presenters – Archie, Louise, Rachel, and Sue

Mike O'Neill - Pacifica is members of the San Mateo County Visitors Bureau, we may want to contact her to see if she can come to a EDC meeting.

Archie - Potential speaker to speak to Sign at Rockaway beach for May.

COMMITTEE COMMUNICATIONS (50 minutes):

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

MO: Previously, merchants were asked to be sponsors. Those sponsors became spots on a map. There was a map with trivia questions about Pacifica and anecdotal evidence showed that customers came back to the businesses.

SH: There are still open questions around what we can and cannot do as a committee, until further clarification from City Staff we need to table this item.

2. 2019 Presentation to Council

a. Review Parameters (allotted time, order, other committees presenting)

DL: Gave 2018 presentation for context

TM: 10 minute presentation

SH: On the presenter sheet from last year, write down some key takeaways from presenter meetings last year.

SH: We've shown BID numbers in the past, can we get the number breakdown week by week.

b. Review 2018 City Council Work plan presentation

1. TM: At goal setting council discussed proposed work plan items for the EDC.

c. Implement 2019 City Council Presentation

1. Outreach Summary
2. BID numbers & Sales Tax Numbers

SH: What should we include and what should we not?

DF: Partnerships across different committees.

SH: Review spreadsheet, share thoughts on what we learned.

All: Shared thoughts to be incorporated into next presentation.

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal

DL: Next meeting is tomorrow. We'll recap the outreach to community groups.

2. Update from Chamber of Commerce – Archie Judan

3. Ohlone Portola Events - Daisy Fong

DF: Ohlone history story will be presented on a local tv show.

First coastsider presented at Little Brown Church 150+ people attended.

Plan to create a flyer with list of events and want to post across Pacifica so that citizens are informed about the trail.

pacifica.org/opht has more information.

STAFF COMMUNICATIONS (10 minutes):

1. Sharp Park Specific Plan

1. EDC will be getting updates with schedule.

2. Meeting with consultant this week

2. Hotel Project Applications

1. 4/1 - Hotel project goes before Planning Commission. Proposed ~30 rooms.

3. Brown Act & Future Ethics Training Events

1. Brown act information has been sent to all EDC members. If you have questions, please send them to Thomas.

4. Please read your city email.
5. Sign up for SMC alert.

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – April 9, 2019

ADJOURNMENT

DL Motioned, RC Seconded Passed Unanimously

Meeting Adjourned: 8:52

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