



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:

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



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



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.

