



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, January 10, 2017, 6:00 PM
Traveler, 5450 Pacific Coast Hwy, Pacifica, CA 94044
Courtesy of Julie Cox, Business Owner

The objectives of the Economic Development Committee are to:
(1) Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;
(2) Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and
(3) Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth..." City Council Resolution 27-2011, July 11, 2011.

1. Call to Order, Welcome and Introductions-meeting called to order at 6:15
 - a. Members Present: Kevin Cubba, David Leal, Peter Menard, Brent Shedd, Samantha Hauser, Jim Heldberg, Victor Spano, David Joves was present for items 3 and beyond
 - b. Members Absent: Matthew Dougherty
 - c. City Council Liaisons Present: Sue Digre
 - d. Staff Liaison: Anne Stedler
 - e. Guest Speakers Present:
 - i. Pedro Point Businesses
 - i. Pacifica Chamber of Commerce representative Victor Spano
2. Approval of December Meeting Minutes

David-Item 6 of the December minutes belongs under item 2.
Jim-The meeting minutes could be less detail oriented
Jim moved to approve minutes with the edit made by David. Peter seconded. Approved by all present with the abstention of Victor.
3. Oral Communication from the Public at Opening

Judy Hayes (member of public) introduced herself.

Steve Johnson, local businessman and photographer introduced himself and stated his interest in tourism.

Pam Welty, resident /professional in urban design and project management introduced herself.

Eddy Sassin introduced himself and his new business roasting/selling coffee in Pedro Point Shopping Center; expects to open by summer '17

Julie Cox introduced herself as owner of Traveler.

Brent made a motion to alter the agenda (swap items 4 and 5). David Leal seconded. Motion approved with a no vote by Jim.

4. Economic Development Manager Report, Anne Stedler

a. "Retail 101"

Anne is projecting late February/early March for the meeting on retail for a public committee and commission members. The subject is vast, and this will be a foundational meeting that makes it easier to talk about retail and understand how new stores make decisions on opening. ECD will host.

Samantha asked if additional commissions/committees will be invited to participate. Anne indicated there is likely interest from other commissions. Peter indicated that it should be open to the public; the conversations would be between commissioners/committee members.

Sue wants us to routinely acknowledge that Palmetto is an historical area with planned improvements (archways, gateways, etc.).

David Jones commented on the reality that Palmetto is not historic in the sense of landmark status, a status which has a huge impact on property owners and makes it much more difficult to use or remodel a building. Sue agreed – she did not mean to imply that landmark status or any official historic designation. Dave Joves recommend positioning the retail presentation as an educational event rather than a planning event.

b. SBDC Support & Streetscape Info Kick-off

Anne mentioned that there's momentum in the Palmetto Business Community to have a meeting to discuss the status of the streetscape. EDC could host a meeting for this community to provide information and updates. Technical Business Support is available for all Pacifica businesses through both SBDC and Chamber. Update on Palmetto, Intro to SBDC, and chance for ECD and Palmetto community to mingle. David Leal suggested

having the Palmetto Streetscape kick-off after the bids come in and there's confirmation that construction will start.

EDC confirmed they'd like to be present for a meeting of this sort.

Anne announced that February 3rd and 4th the Council goal setting meeting, which is open to the public.

5. Conversation with Pedro Point Businesses

Julie Cox spoke about getting City permits required to open Traveler. EDC members had a range of comments in response. Anne committed to working on this information within the City staff and bringing back next steps.

Kevin asked about how Traveler found its sore space. Julie found it on LoopNet.

Eddy spoke about how he found space for his coffee business space: "drove by and saw paper on the windows."

Julie mentioned that the next challenge would be marketing her business now that it's established.

Steve suggested setting a goal of establishing coastal businesses as "destinations".

Kevin brought up marketing. How do you drive traffic to businesses? One method ECD has used and can continue to use is making sure internet mapping services are up-to-date.

Brent mentioned a website called "Help a Reporter Out" that sources news stories from the community where there are opportunities for small businesses to become sources in new stories. This is method for free PR.

Jim mentioned another particular avenue: tourism publications/travel writers – and that the Chamber has a long-standing program or hosting travel writers annually.

6. Chamber of Commerce Report

a. Victor Spano, EDC & Chamber Board Member, provided the update.

- January 7 was the grand opening for 7/11 in Fairmont; the event was successful.
- On 1/26 the Chamber is having its awards dinner on January 26 at Nick's Restaurant. Tickets are \$55.

Jim thanked the Chamber and Vickie for putting together a terrific program for the Rockaway Tree Lighting.

7. EDC Priorities Planning – Part 1

a. Proposing Committee Priorities (Palmetto Outreach, ED Portal, Digital Presence, Physical Signage, Business District Focus)

Kevin discussed creation of subcommittees and work plans. The goal is to review these committees and plans to see if there should be changes to prioritizations.

Jim mentioned that Palmetto Outreach and Business District Focus seem similar and could potentially be combined.

Peter clarified that the two subcommittees have dissimilar goals.

David Leal mentioned that the ED Portal does try to reach outside Pacifica.

Jim proposed taking the tent and using it for business development in Silicon Valley. Where can we go to promote Pacifica in other Bay Area communities/regions? Brent made a motion that Jim come back to the next meeting with a formal plan. Peter stated that some things are more successful without a subcommittee. David Joves seconded. The motion carries.

Samantha proposed a restaurant subcommittee. Kevin made a motion that Samantha come back with more information for the next EDC meeting. Brent seconded the motion. The motion carries.

b. Meetings with Anne or Work Chair

8. Appreciation – Kevin presented a gift from the EDC to Peter

Menard in appreciation of his two years as Chair of the EDC, and his work building EDC's style of doing business, and outreach to Pacifica's businesses and non-profit organizations.

9. Oral Communication from the Public at Closing

None.

10. Oral Communication from the Committee

- a. Updates and reports from liaisons to Library Advisory Committee (LAC) and Mural Subcommittee

David Leal expects to have an update on the LAC in February.

The next meeting will be moved to February 7th (Peter motioned, David Jones seconded, motion carries unanimously).

Sue is working on the Portola Anniversary planning committee with Parks, Beaches and Recreation Director Mike Perez and others.

Kevin noticed Pacifica sign is missing southbound Hwy 1 right before Francisco. David Leal pointed out that there's one missing at Sharp Park Rd.

Kevin mentioned that VRBO has many Pacifica listings (and comments from visitors were all positive).

- b. Topics for Future Meetings (see below)

11. (2 min.) Upcoming Meetings FYI

- a. February 7, 2017, Place TBD
- b. March 7, 2017, Place TBD

12. Adjourn

Topics for Future Meetings

1. Sporting Events in Pacifica (Victor Spano)
2. Signage (TBD)
3. Airbnb / TOT, Uber (TBD)
4. Support of Businesses During Disruption / Crisis (TBD)
5. Roles and sensitivity in conversation and meetings
6. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd)
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)
10. Permitting – Facilitating understanding and advance information