



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, March 7, 2017, 6:00 PM**  
**Police EOC and Conf. Rm, 2075 Pacifica Coast Hwy, Pacifica, CA**  
**Courtesy of the Police Department**

**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 at 6:08 PM**

Members Present: Kevin Cubba, Matthew Dougherty, Samantha Hauser, David Joves (at 6:17pm), David Leal and Brent Shedd

Members Absent: Jim Heldberg and Victor Spano, both excused.

- a. City Council Liaisons: Sue Digre, Mike O'Neill both excused
- b. Staff Liaison: Anne Stedler

**2. Approval of February Meeting Minutes**

Brent Shedd moved. Samantha Hauser seconded. Approved by all.

**3. Work Task Reports; Desired Outcomes for 2017 Annual Report**

Discussion on end goals for September Report to Council. Important outcomes can include: Web traffic, TOT increase, occupied retail storefronts & Kimco's new leases. Samantha Hauser volunteered to prepare presentation. Possible informational report in near term.

**a. Palmetto Outreach, Streetscape / Groundbreaking, David Leal**

City received 3 bids for the Phase 1 of Palmetto Streetscape. The lowest bid was in excess of the city's planned budget for Phase 1. Staff expects City Council to act on the bids at its meeting of March 27, 2017. Outreach to the Palmetto merchants needs to happen prior to 3/27 since interested parties should be present at the meeting. Samantha will develop a visual interpretation of the streetscape for Kevin and others to present to the merchants.

Palmetto groundbreaking plans can be further developed after Council action. Ideas include: time capsule, marching band, interested community groups, temporary archway.

- b. Digital Presence, Kevin Cubba  
Kevin is reaching out to community groups to see what we can share online via Facebook, other online channels
        - c. Staffing City Booth at Events, Jim Heldberg  
Attending local fairs/events will improve our visibility and to new companies appropriate to Pacifica.
        - d. Physical Signage: Rockaway Sign, Anne Stedler  
New Rockaway sign proposed at corner of HWY 1 and Rockaway with words Lodging, Dining, and Shopping is in final stages of real estate approvals. Planning approvals and fabrication to follow. Sign a result of extensive, multi-month work by Vickie Flores and Rockaway stakeholders.
        - e. Consider/designate Liaison to PB&R Commission & Mural Subcommittee  
Brent offers his time as liaison between EDC and PB&R Commission. Anne will help coordinate with other staff and committee leaders to see how best to coordinate.
4. Review Topics for Future Meetings, David Leal and All  
Kevin Cubba moved. David Leal seconded that we remove "Topics for Future Meetings" list from future agendas. Approved by all present.
5. Economic Development Manager Report, Anne Stedler  
Anne gave a short report
6. Chamber of Commerce Report  
Vickie Flores, CEO; Victor Spano, Board Member. Both excused.
7. Oral Communication from the Public at Closing  
Judy Hayes suggests the EDC focus on its efforts.
8. Oral Communication from the Committee
  - a. Updates and reports from liaisons to Library Advisory Committee (LAC).  
The LAC meets tomorrow regarding future of library project, and Council is expected to consider the Library at its March 27 meeting. The Mural Subcommittee is ready to submit its final report; Peter Menard's liaison role need not be filled.  
Brent: Urges committee members to sign up for Help A Reporter Out

(HARO.com) to help market Pacifica

Anne: SMCSVCVB is an additional resource re boosting TOT

Matt: Will confirm when Gorilla BBQ will be back online

Kevin: Focusing on best methods for working group communication between meetings

Dave J: provided a Bay Area market update and summary of a recent visit with state legislators in Sacramento.

- b. Topics for Future Meetings (see below)  
Request TOT information for next meeting.

9. Upcoming Meetings FYI

- a. Thursday, March 16, 2017 Retail 101, Pacifica Coastside Museum (Little Brown Church) \*
- b. Tuesday, March 21, 2017, Rotary Welcome Mixer, Traveler
- c. Monday, March 27, 2017, City Council Meeting: expected to include consideration of Palmetto Streetscape Ph. I & proposed Library
- d. Wednesday, March 29, 2017, AB 1234 Ethics Training, Police Station rsvp by 3/24
- e. Thursday, March 30, 2017 Retail 102: Marketing Your Business, Pacifica Coastside Museum (Little Brown Church)\*
- f. Thursday, April 6, 2017 Retail 103: Visual merchandising & marketing strategies, Pacifica Coastside Museum (Little Brown Church)\*
- g. April 11, 2017, EDC meeting, place TBD
- h. May 9, 2017, EDC meeting, place TBD

\*more info at: <http://www.sanmateosbdc.org/center-calendar>

10. Adjourn 8:07 PM