



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, April 11, 2017, 6:00 PM

Pacifica Police Dept. Conf. Rm., 2075 Coast Hwy, Pacifica, CA 94044

1. Call to Order
 - a. Members: Kevin Cubba, Matthew Dougherty, Samantha Hauser, David Joves, David Leal, Brent Shedd,
 - b. Members Absent: Jim Heldberg & Victor Spano, excused
 - c. City Council Liaisons: Sue Digre, Mike O'Neill
 - d. Staff Liaison: Anne Stedler
 - e. Guest Speakers: None
2. Approval of March 7, 2017 Minutes Unanimously approved.
3. Oral Communication from the Public at Opening - None
4. EDC Priorities – Work Task Reports
 - a. Palmetto Outreach, Streetscape/Groundbreaking, David Leal
 - i. Discussion of Ground Breaking: Photo opportunity ceremonial groundbreaking in May, generally when construction starts although it could be later; community based event at some point in the future, perhaps fall 2017 that involves community activities. Brent says the media will come once and expect some activity to film. Otherwise it is a one-on-one interview, which is easier to get buried in the news reports. We also discussed generating a press release and photo, which provides more control.
 - ii. David Leal raised the concern that the EDC role could be focused on communication between contractor and businesses such as what construction information is available and where to route questions and concerns. The City lead for the project is Associate Engineer Lee Panza: panzal@ci.pacifica.ca.us

- iii. Samantha has drafted a poster that can be used for this purpose. Samantha will follow-up with Lee.
 - iv. Idea of a colorized progress chart for the Palmetto construction. Samantha has drafted that image. Samantha mentioned the interest of Rotary to have the graphic on their web site, too. Perhaps other organizations would also like to have the graphic – which is helpful.
- b. Digital Presence. Kevin made contact with the Historical Society about their needs for web presence. The organization welcomes technical help.
- i. Kevin also seeks to extend web presence to more organizations when they are interested.
 - ii. Kevin talked about Google representation of businesses and reaching some of those businesses.
 - iii. Mention was made of new businesses coming up: Starbread Bakery in Linda Mar is opening. They are a family owned, multi-store bakery, already open in several locations. Pedro Point Brewing has been refining its brewing, but not in business yet.
 - iv. Kevin and EDC members discussed the prospect of identifying upcoming events in non-city jurisdictions like San Pedro Park and the GGNRA areas using Mike Perez’s contacts with the County and the GGNRA. The event information would be listed or linked from Visit Pacifica. Kevin says we’d want to curate the list of events. Kevin was hoping to set up a volunteer network where these groups share event information. For example, Kevin outlined posting the events from the SBDC.
 - 1. Mike O’Neill says one can get permission from Next Door to post to all neighborhoods.
 - 2. Goal of this is to increase visibility – which sometimes is better done by individuals pushing out information and sometimes by government pushing it out.
 - 3. Kevin’s target information is a business opening or an event at a business or a non-profit that have a broad interest for people getting to know Pacifica.

- c. Staffing City Booth at Events. The discussion was postponed until Jim can be present.
- d. Designate Liaison to PB&R Commission & Mural Subcommittee
 - i. David Leal commented on EDC's earlier discussion about designating a representative to other Boards and Commissions. It was commented on the structured nature of other committees and commissions that isn't designed for discussion. The Mural Subcommittee work is done as of last week, and is now in a 30-day review period before ultimately going to City Council.
 - ii. Mike O'Neill recommended outreach to OSPAC and with them, the GGNRA.
 - iii. Sue Digre recommended including the Portola Expedition Anniversary.
 - iv. David will look at the PB&R's April Agenda to bring back items of interest.
- e. SBDC Seminar and Recommendations, Samantha, David & Kevin
 - i. Lots of value for the modest investment. And members talked about positive comments
 - ii. We discussed participation of interested groups: the EDC, SBDC, Rotary, Chamber of Commerce and Pacifica Historical Society.
 - iii. The members discussed roles and needs needed to continue business.
 - iv. Brent thought of doing a multi-track day-long type program for marketing, technology, CRM, on-line presence, business structure, etc.
- f. Project Education – discussion and decision
Several members had worked to support EDC's role on the Palmetto Streetscape: Next Door discussion, project information & links, education/information from a neutral perspective, and the petition and graphic that Samantha developed. Councilmember O'Neill said the petition and e-mails in advance are helpful to him. It is nice to have the facts communicated so there is not a void in information. Sue Digre appreciated basic information, too. Both encouraged factual data.

- g. 2017 Annual Report Content. Samantha provided copies of the EDC's 2016 Annual Report to the City Council. The member's discussion focused on patronage for web sites about Pacifica, including the City's web site.

David Leal asked about the value of hits on a web site from Council's perspective. Mike O'Neill asked that the EDC track the number of participants in the SBDC seminars, as well as number of hits. He recommended that the EDC provide "My Turn" columns the Tribune Wednesday before the staff report is presented to City Council as another way to get information out. Communicate information that the public will appreciate, he said.

Sue Digre said Robbie Bancroft is getting traction with videos and we should check with him about that medium.

- 5. Assistant City Manager Report, Lorenzo Hines, Jr. Lorenzo is excused.
- 6. Economic Development Manager Report. There was no report due to the prior discussion on Palmetto Streetscape.
- 7. Chamber of Commerce Report. Victor Spano was excused.
- 8. Upcoming Meeting Schedule
 - a. City Council – Mondays: July 11 & 25, August 8, and September 12
September 12 is the date for EDC Annual Report
 - b. EDC – Tuesdays: May 9, July 12, August 9, and September 13
- 9. Oral Communication from the Public at Closing

Mike O'Neill listed the upcoming Budget Notice. Film Commissioner Marie Ivars will tour Pacifica with Mike April 17; he invited location suggestions.
- 10. Oral Communication from the Committee

Samantha re Hotel Opportunity Sites. Brent has a contact for her, Kevin suggested attention is needed for the former restaurant site south of the gas station at Milagra on Ocean. Kevin mentioned sites that have been undeveloped for years. Should we be looking at other sites in addition to focusing on Palmetto? Matthew recommended that we consider reuse of the City P W location, and some commented that would be a good hotel

site. Mike O'Neill and Sue Digre both recommended that we connect with the business license staff to track new businesses.

Sue Digre stated that we have often talked about locations that could be future homes of industrial and quasi-industrial uses. Possible sites were discussed. Sue asked that we connect with sports people on the coordination of scheduled events on open space in Pacifica. PARCA is expanding the range of activities at its July event. Lastly, Councilmember Digre reminded EDC members of the Portola Anniversary and the opportunity for coordination with hotels and restaurants. Open Space Committee is involved with that effort. County staff invited the Portola Committee to plan the proposed event and bring it to them for support.

David Leal reported on the Library Advisory Committee. At the last meeting the LAC described the discussion about what next steps the library committee could take: reviewing the needs assessment for innovative uses; bond for two libraries so Sanchez could be supported; reconsider the location, without necessarily keeping it at the southwest corner of Montecito and Palmetto.

David heard that November 11 might be designated as the City's anniversary party.

Lastly, the property owners got a notice of sewer fee increases. That is applicable to businesses, and Allan Tam had raised his concern at the EDC's Manor meeting August 2017. Restaurants with grease-traps are facing a larger fee increase than any other category of business: 33%. David checked on-line and found that Half Moon Bay had yet higher rates. In addition, the rates were even higher sometime in the past and were lowered.

Mike O'Neill said the banner frames on Sharp Park Rd. are being repaired and missing parts are being replaced.

11. Next Meetings for EDC Members
 - a. Next EDC Meeting Date: May 9, 2017