



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

**Tuesday, August 9, 2016, 6:00 PM
Chit Chat Cafe, 5 W Manor Drive, Pacifica**

1. Call to Order
 - a. Members: Peter Menard, Brent Shedd, Tonia Boykin, Kevin Cubba, Matthew Dougherty, Jim Heldberg, David Joves, David Leal, Victor Spano
 - b. City Council Liaisons: Sue Digre, Karen Ervin
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Manor Businesses,
Pacifica Chamber of Commerce CEO Vickie Flores,
EDC Web Presence Subcommittee Therese Sollars and Laura Allen

2. (5 min.) Approval of June 22, and July 12, 2016 Minutes

3. (2 min. ea.) Oral Communication from the Public at Opening

4. (20 min.) Conversation with Manor Businesses

5. (30 min) EDC Annual Report Development
 - a. Introduction and Context – Peter Menard
 - b. Palmetto Avenue Business Outreach – David Leal
 - c. In Pacifica – Brent Shedd
 - d. Web Presence – Kevin Cubba
 - e. Recommendations and Questions – Peter Menard

6. (5 min) LAC Meeting Report – David Leal

7. Chamber of Commerce Report
Vickie Flores, Chamber CEO and Victor Spano, EDC and Chamber Board Member

8. Economic Development Manager Report
Anne Stedler, Economic Development Manager
9. (2 min. ea.) Oral Communication from the Public at Closing
10. Oral Communication from the Committee
 - a. Updates and reports from liaisons to other committees
 - b. Topics for Future Meetings (see below)
11. (3 min.) Upcoming Meetings FYI
 - a. City Council:
 - i. August 8 – Palmetto Streetscape,
 - ii. August 22 or 23 - Sea Level Rise Study Session
 - iii. September 12 – EDC Annual Report
12. EDC Next Meeting – **September 13 (location TBD)**
13. 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) – fact sheets
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)

Attachments: Minutes, June 22, 2016 Meeting; Minutes, July 12, 2016 Meeting



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, June 22, 2016, 6:00 PM

(Rescheduled from June 14, 2016)

**Little Brown Church – a Restoration by the Pacifica Historical Society
1850 Francisco Boulevard**

Present: Tonia Boykin, Matthew Dougherty, David Leal, Peter Menard, Brent Shedd, Jim Heldberg (6:34pm arrival), David Joves (6:34pm arrival)

Excused: Kevin Cubba, Victor Spano

City Council Liaisons: Sue Digre, Karen Ervin

Guest Speakers: Pacifica Chamber of Commerce CEO, Vickie Flores

City Staff Liaison: Anne Stedler

Guest City Staff: Van Ocampo, Director of Public Works, and Lee Panza, Associate Civil Engineer

1. Call to Order

Chair Peter Menard called the meeting to order at 6:19 pm.

2. Approval of April 19 and May 10 Minutes

Brent moved to approve the April 19th minutes and I seconded. I then moved to approve the May 10th minutes, Sue seconded, and both passed unanimously

3. Oral Communication from the Public at Opening

BUSINESS OPPORTUNITY!

Diana Conte, CEO of PARCA introduced the Devil's Slide Run/Devil's Slide Ride Event scheduled for July 23, 2016. Diana emphasized the event's ability to bring people from

around the country and her hope that these athletes will stay in Pacifica and patronize our destinations, restaurants and hotels.

The event showcases Pacifica as a destination for endurance athletes and sports. The course is tough, equivalent or tougher than the well-known La Fonda in Sonoma County.

Diana offers several ways for Pacifica businesses to showcase their services:

- Free announcement space on the Devil's Slide Ride/Run event web site to the event participants and feature their services.
- Coupons and other give-aways will be put in goody bags for participants
- The opportunities for small businesses are significant and flexible: restaurants could feature a carbo load meal, a "PARCA Ride/Run Special", or just communicate their regular menu.

- Businesses who want to gain visibility by making contributions to the breakfast and lunch provided to participants at the Community Center on Crespi are also welcome.

Please contact Diana Conte at dianac@parca.org or 650 312-0730 x 101.

Cards marketing the event were provided to each person present. (EDC TASK: Anne is distributing cards to Pacifica businesses; if you can take cards to your place of business or your kids' child care, or your service club...., call Anne for supply.)

Cindy Abbot, Sanchez Art Center CEO offered to partner with PARCA and open the galleries during the weekend of the race. She reminded the EDC that she is always willing to do this if there is a show in house.

4. Economic Development Committee Annual Report

Peter shared with the committee that he would still like to record the presentation and have each work group film their individual remarks.

EDC COMMITTEE TASK:

Peter asked each subcommittee lead to bring a list of information to include in the Annual Report to our next meeting.

5. EDC Role and Palmetto Streetscape – Public Works and Economic Development

- a. Introduction and update from Palmetto Avenue Business Outreach Subcommittee

Peter Menard recalled that Lorie Tinfow first presented the Streetscape in Winter 2015 and asked the EDC to be a communication arm of the City, reaching merchants and citizens in general to explain the streetscape goals and status.

Anne stated that the streetscape project is planned as part of achieving the long-standing goal in the city's General Plan to make Palmetto a Main Street for Pacifica. The plan dates to 2012-13, before any of the staff and most of the EDC members were present or involved. After analyzing the 2013 plan, Anne was concerned about two issues:

- That complete removal and replacement of existing sidewalks and the long construction period would be too disruptive to the small businesses, the businesses the project is intended to support.
- That in the last 30 years cities have designed expensive streetscapes with the idea that they would create a retail street, only to find out after failed attempts that there are many elements, most market driven, to achieve the retail goals. In the discussion, she will identify the things that give cities the best results, the most success for the streetscape.

Van Ocampo explained the escalating cost of construction, which reflect the volume of construction, and therefore the high demand for construction services

in the Bay Area. Van's colleagues in the Cities of Belmont and Redwood City have received bids 25-30% over the Engineer's Estimates. Furthermore, some bids aren't even attractive: a recent job for the Beach Boulevard repairs (concrete) didn't attract any bids.

Rising construction costs are a threat to the Palmetto project because of the city's limited resources. This project has received one major (\$1M) grants but other applications have been denied. Many grants are tied to greenhouse gas reduction and this project doesn't score well on that criteria. The City also faces multiple demands for its funds. Therefore, it makes sense to manage this project scope so we get the biggest bang for the buck.

The EDC continues to have conversations with the existing businesses on Palmetto and to consult their owners on their concerns and questions.

For all these reasons, Public Works and E D staff are presenting an alternate plan for the Palmetto Streetscape that is more likely to benefit the merchants, the pedestrian, and to be completed.

- b. Project Description & Opportunities, by P W Director Van Ocampo, Associate Engineer Lee Panza and E D Manager Anne Stedler

Staff presented the key components of the 2013 Plan in comparison with the Alternate, using a chart (Attachment 3), and responded to questions from the committee.

David Leal asked about the concern of the Sharp Park community regarding cars recklessly turning at Clarendon Road. Van Ocampo explained:

Karen Ervin asked about the location of the bicycle lanes and Van responded that the lanes for bicycles are complete bicycle lanes throughout the streetscape.

Brent Shedd suggested the color of the bike lanes should be different as an added safety feature as the City of SF does. Van agreed and pointed out that the color also helped with the conflict Karen Ervin had raised.

Anne highlighted the merchant's largest concern of lack of parking.

David Leal suggested the priority be given to maximize parking and leverage spaces for businesses.

Brent thinks further policies should be produced to enforce parking situation.

Jim Heldberg asked if there will be any parking garages within this plan and Anne confirmed there are no garages included in this streetscape plan, but that parking is a priority in the overall context of making the Palmetto Main Street.

Jim also asked what specialty lighting is and it was confirmed that these are similar to Christmas lights and lights to create ambience for the area.

Street trees were discussed.

- The impact of coastal salt air and wind on street trees is detrimental: Van's team planted the several suggested tree species with drip irrigation at the street frontage on the edge of Montecito and Palmetto: few survived in the four years since planting. Some of them withered when the foliage grew above the height of the protective wall.
- Merchants also have complained that trees block business signs and storefronts.

For these reasons Instead of 2013 plan for canopy trees, low-growing plants are recommended in the Alternate Plan.

Jim asked what the cost is for the two plans. Van stated that right now they are working on estimates and order of magnitude. Staff knows that removing the extensive demolition and concrete work, and the all new drainage in the 2013 plan will substantially reduce the cost. It will put the project cost within the \$2.9M budget City Council has allocated. There is still a need to get City Council approval for the Alternate Plan, and we won't know final costs until the bid is received.

Anne highlighted that EDC will continue to reach out to merchants along Palmetto and that the next EDC meeting will be located near Palmetto for citizens.

Peter expressed thanks to Van and Anne for keeping the ball rolling despite the fluctuating context of construction cost and grant funding possibilities. He said the idea that we have scaled costs back while still including, and in some cases improving, desired results is positive.

Brent asked, what do we need to do so this will actually happen and what support does Van need to proceed? Van said the project should continue begin in the first quarter 2017. There is currently a \$1 M federal grant already received for the project for the 2016-17 year beginning in October 2016. This also includes matching funds from the city. Estimated project cost is \$2.4 M and the City has secured \$2.9 M of funding total. Next steps, Van said include the need to educate and mobilize the public to express their thoughts now and for the EDC and city to communicate the benefits of the Alternate project.

Jim Heldberg asked what action the EDC should take, and after discussion of several people Peter Menard summarized by saying that the Alternate is a way to get the streetscape done and still achieve most and in some cases, more than the original plan, while the original plan is now infeasible and would cause the merchants great disruption for a long time. EDC's recommendation is important to keeping the streetscape project alive.

Jim asked if it would make more sense to just to what blocks we could, and progress incrementally. Van explained that that would be extremely expensive, because the contractor would have to mobilize repeatedly.

Tonia Boykin asked ... [obtaining that from]

The Chair called the question for support of the Palmetto Alternate Plan, it was moved by Dave Joves and seconded by David Leal and passed unanimously.

EDC MEMBER ACTION: Brent, Peter, David Leal, and Sue, will meet before the July meeting to discuss attracting businesses to the Palmetto Main Street.

6. Upcoming Meeting Schedule – EDC MEMBER ACTION

- a. City Council – Hold Mondays: July 11, July 25 and September 12
- b. EDC – Tuesdays: July 12; August 9, September 13
 July 12 to be located in Sharp Park West
 August 9 location sought in Fairmont
 September 13, final review of Annual Report to City Council

7. Work Group Reporting in anticipation

- a. Palmetto Avenue Business Outreach – David Leal
 Successful walks along Palmetto, will plan more visits in the coming weeks
- b. In Pacifica – Brent Shedd deferred to Anne, who said there are continued efforts to move "In Pacifica" forward and solve related concerns.
- c. Web Presence – Kevin Cubba
 Kevin is out traveling through Peru
- d. Data Gathering – Peter Menard
 He is working on survey to gather more information, and planning that in relation to existing business data.

8. Chamber of Commerce Report – Vickie Flores , Chamber CEO

14th Annual Taste of Pacifica was a success! SF magazine, SF travel magazine, KGO all want to highlight Pacifica as a regular spot in their media and print publications. Pacifica's Mori Point Trail was included in Top 10 Trails, The Pacifica Castel was included in Top 15 Castles!

BUSINESS OPPORTUNITY: Chamber is hosting a job fair 6/30 from 10am-3pm at the Lighthouse Hotel to bring prospective employees to Pacifica. It is open to all businesses and schools regardless of Chamber membership. Businesses should contact the Chamber. Vickie left fliers for all persons present. This responds to the ongoing need for employees throughout Pacifica.

Boys and Girls Club on 955 Yosemite Drive is a Chamber project: a company has donated labor to remove 10' high weeds, the muralist who painted the recently dedicated Crespi Mural will launch a mural project on the building exterior wall, and Vickie has personally reached the Boys and Girls club leadership and the Mayor and Councilmembers in South San Francisco to ask for attention to their club located at this site. The building will also be used as a teen center with the Chamber's help.

Jeffrey Lew, new liaison to Jerry Hill met with Vickie for a 5-hour tour of Pacifica during which she offered information on recent local projects and news.

BUSINESS OPPORTUNITY: The Entrepreneur Mixer at Florey's Bookstore is scheduled for July 28. Vickie assured the EDC of her commitment to remove any aspect of sales from the mixer and focus on the opportunities to connect with the entrepreneurs.

Vickie is launching an extreme makeover for the Kiosk at Rockaway, working with sponsors to update the kiosk and add a digital display.

Vickie has identified a local photographer who has terrific close-up shots of local sea and wildlife. The Chamber will use his photographs in the upcoming Chamber Directory – “the best whale photograph you have ever seen!”

9. Oral Communication from the Public at Closing

Property owner of 1614 Palmetto (building at the SWC of Paloma where Vintage Cove Antiques operates) asked what they can do at their property with two garage spaces (total 1100 sf) they want to convert to retail space. They are very encouraged by the streetscape plans. Anne will meet with them.

Vickie suggests that the message to the Palmetto businesses and property owners needs to recognize that merchants

- Need to see demonstrable results, “even a little part of construction” will go along way.” Words no longer effective due to long delay after project was promised.
- Say that we understand the project is way overdue.

- Lack of money will not be believed given the Tribune article about the City finding \$4M for streetscape funding.
- Be honest with deliverables and timeline dates.

Mike Bell, resident on Beach Boulevard mentioned that the whales are very active this year and are bringing in many tourists and residents to the area.

Mike suggested that lighting can create a special community feeling and it is much easier to manage and less expensive to implement. Cities can also use modular planter boxes and benches to mark off parking space areas for non-parking uses-- a low cost option to change the ambience of the area.

10. Oral Communication from the Committee

a. Updates and reports from liaisons to other committees

Sue Digre met with CalTrans (part of the follow-up to the August 2015 traffic snarl) and she asked for freeway signage for businesses, schools, parks, etc.

Sue mentioned the County has contacted staff at the City about planning for the Portola Anniversary

David Joves expressed thanks to Vickie on Taste of Pacifica and its success. He said it was a very enjoyable event.

Jim Heldberg mentioned we should capitalize on whale watching and added tourism it will bring.

Karen Ervin expressed thanks to everyone present for the extra effort and commitment to making things happen for Pacifica.

Peter Menard expressed thanks to the Little Brown Church for hosting tonight's meeting. Peter will be attending an upcoming event on the quarry and hopes to learn more about that project.

b. Topics for Future Meetings (see below)

11. Next Meetings for EDC Members

a. Next EDC Meeting Date: **July 12, 2016**



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, July 12, 2016, 6:00pm

FLOREY'S BOOK COMPANY –

Aaron Schlieve, Owner

2120 Palmetto Avenue

Present: Peter Menard, Victor Spano, David Leal, Tonia Boykin, Brent Shedd and Kevin Cubba

Council members: Sue Digre, Karen Ervin (arrived at 6:45pm)

Staff Liaison: Anne Stedler

Guest Speakers: Assistant City Manager Lorenzo Hines, Jr,
Pacifica Chamber of Commerce CEO Vickie Flores (absent)

1. Call to Order

Chair Peter Menard called the meeting to order at 6:18 pm

Peter welcomed Aaron Schlieve, the EDC host for the evening. Peter welcomed Aaron to speak on his Palmetto business experience: Aaron has been entirely on Palmetto since early 1990's. "As far as our two Palmetto locations this has definitely worked better for us. It is smaller but it is on the corner. The biggest issue is UV exposure to the books. He has some synergy with the library staff for book sales at author events.

"Hoping streetscape improvements can come to pass. Most customers who visit do not complain about Palmetto. Some say, 'That'll never happen!' The fact is that we may not get every last thing shown in every architectural rendering: but any improvement will help."

Sue Digre also appreciated Aaron's habit of showing local artists.

Aaron's remarks are so helpful that in the future we will feature the host business at the beginning of the meeting.

2. Approval of June 22, 2016 Minutes

Victor moved and Brent seconded that we take the minutes at the end of the meeting.

Tabled to the next meeting because due to absences of members who had attended the June 22 meeting.

3. Oral Communication from the Public at Opening

Rachel Phillips moved to Pacifica 4 years ago as a resident, rehabbed a totally deteriorated

building in Sharp Park, and is fascinated to learn the issues and concerns that are related to land use proposals in Pacifica.

Mike Bell said he is here, because he is interested in the topics EDC pursues and is here to learn about it and to support in any way he can.

5. Presentation of the City 2016-17 Budget

Peter introduced Lorenzo Hines, Jr. , Asst City Manager for his presentation of the new year budget.

“I will address the General Fund Budget and the overall budget as well. I will try to focus this in on the economic development that the EDC is encouraging. The town where I live in the Peninsula, offers extensive services to residents because it has the resources from a strong business base.

“Lorenzo finds the work of the EDC and ED work exciting, because to the extent they are successful, they the town has a base to deliver better and stronger services. You have a city manager now who is going to move things forward because that is what she was hired today.

Page 2 – “We want people to understand our budget ---

Page 3 – “ General Fund is the biggest fund at \$30.7M, which is funded by retail sales tax and TOT as well as other funds.”

“We HAVE to submit a balanced budget for the General Fund.” It is legally required.

Other funds “outer planets” are usually restricted. Together, all funds **total \$74M.**

Page 4 – Overall budget. “We broke TOT out for the first time this year because it is of interest to people now. TOT is the story this year and we are hoping the TOT will continue to rise.

Under Department and Program revenues – Planning Department budget is higher in 16-17 in expectation of the Quarry development.

“A \$500,000 surplus expected fr FY 15-16, and staff is hoping it materializes. Expect to close books in two weeks.”

THEMES, pg 5. Cost Recovery is very important.

Page 6. Looking for increased tax revenue. We added \$930K for Planning. And that would come from developer fees. .

4th bullet down – “Excess education funds are 1-time funds and they dwindle each year. We transfer funds in from the Sewer Utility Fund at \$730K to help pay pension obligations. The General Fund will pay that back. All the 27 funds are independent businesses. They can legally do business with each other.

Peter mentioned that such borrowing was common practice at the University of Michigan.

Pg. 7: Expenditures. In the general government area (which includes C Mgr., Econ Dev, and Asset C Mgr.). There is 1 Human Resources analyst for 160 FT and 130 PT. The new year budget includes an increase in staff in that area.

Public Works – created a promotional ladder for staff development and retention. The City Council also acted to combine the Public Works and Waste Water operations into one department.

TOT and Sales Tax are smaller pieces of the pie. “I hope the TOT and Sales Tax components grow, so Pacifica will be less dependent on the Property Tax and Departmental fees, which are more heavily hit by the recessions.

David Leal asked about TOT – “It is only the hotels in town that contribute TOT. But we have an opportunity for a hotel in the Quarry and in Beach Blvd, and also Air BNB and VBRO. I know other cities have an Air BNB tax in place.”

Lorenzo responded: “At the Saturday July 9 Council Goal Setting this issue was addressed. The Air BNB and VRBO require staff to ensure compliance. Karen Ervin added that “It is a little more complicated [than it appears] because it involves setting regulations related to zoning, impacts to neighborhoods, and impact to current renters.”

David Leal said, “Since the function is happening now anyway, is there a possibility to collect before we do zoning/regulation?”

Page 9 - Expenses are shown in a pie diagram. Public service has the bulk of Expenses. Public safety at over \$15M expends more money than property tax at \$10.5 M brings in.

Lorenzo reviewed key issues re bargaining issues.

Lorenzo reviewed the City’s PCI, or Pavement Condition Index, “Our PCI is next to the lowest in the county. To bring it up to minimal standards required \$XXX

There was discussion about balancing a budget – which is a legal requirement for cities.

Page 11 – Commercial sector in this town – “Which slice of the budget pie does commercial property affect? Commercial activities affect sales and property tax.” (We’ve already talked about TOT).

Fees for services: “Example is the parking lot fees that cover costs at Linda Mar. It’s a great point. You look at Planning fees, and hear from developers and home remodelers, and there is a tipping point -- we want to encourage people to improve their homes, but we want to recover the cost of processing the permits, too.”

Peter asked about the “Bigger Picture questions. Revenue is dependent on commercial property and business. Do we increase our commercial sector? Right now we are dependent on our residents and our property values and our good climate (change) that brings people to the coast.” Lorenzo responded, “If you have a vibrant commercial sector it makes the residential properties even more valuable, and bolsters tax.” Lorenzo wants to see growth in the sales and tot tax streams. “We have assets such as Palmetto” [that could be producing more revenue].

Peter spoke: “I keep trying to identify the inevitability. Air BNB, and the extent to which a city has control over these things. (Side effects can be negative.) We either depend on them more or we depend more on the commercial sector.”

Karen: {I see it as} “Our whole city eco-system.”

Lorenzo: “You just described the organism, and it is never stagnant.”

Peter said, “The City EDC and commissions can be helpful identifying what the conversation can be. We want to take measures to protect people and respond to inevitabilities. That conversation is not as transparent as it needs to be.”

Lorenzo: “We can use competitive advantages to best end.”

Brent: “That does start to answer the question. What I hear more than anything else: why do we need to change, it is not broken. It’s our potential – can we use our assets.”

Karen: “We can’t stay stagnant – the world around us is changing. The longer we leave vacant lots the longer people turn away.”

Peter – “If we don’t make decisions about how we use those resources the decisions get made by others. 7-11 is instructive because the debate focused on 7-11 or nothing. City is well served to create options. In order to create options; entities have to want to come here. So we have to create the conditions that are attractive.”

Lorenzo: “There is a perception that Pacifica is trying to change. Standard and Poor’s reflected that in its opinion:”

- Median income is over \$2100K
- The median housing unit is beyond \$700K

Lorenzo: “That shows an attractive market. Stewardship includes addressing vacant lots, using zoning for stewardship.”

Property taxes 16-17 – Each property tax \$1 generates \$24 cents. Sales Tax is also minimal on the dollar spent. TOT allows the City to keep 100% of the revenues.”

General Fund budget is on line in the finance area of the city’s web site. See page AF2.

David Leal: “I have a question regarding different funds. Library bond proceeds would be in a separate fund, right?” Lorenzo said, “Yes, because we want to create a separate fund. It would not be part of the CIP.”

Victor’s questions: “With library bond funds, will existing City staff be able to charge costs to the library? Where will staff charge time?”

Victor also asked about Fire – “Daly City and Brisbane and old fire station in Fairmont. As far as that joint powers agreement, is there a review of those agreements for cost and effectiveness? Day City recently outsourced their dispatch to the Co. Right now Pacifica is doing that with the City of S S F.”

There was a short discussion of the idea of city parking structures.

Brent says, “Not to beat the other side of the issue of this – I would not want to be on the wrong side of history, the transportation in this area is changing. Five to six years from now will be dramatically different than it is today. Uber, Lyft, driverless vehicles. Avis was on the news

today with an app, which they will give the customer to get the rental car rather than using personnel to do it.

Brent prefers to “see space renovated into high value retail rather than parking. We need to focus on where we are going. Power stations for the cars.”

There is a charging station behind Safeway at Linda Mar. Fast charging is deleterious to the battery.

5. EDC Role and Palmetto Streetscape – Update

Anne stated: The upcoming August 8 City Council meeting will include recommendations for the Palmetto streetscape project that the EDC reviewed and approved unanimously on June 22. Please mark your calendars.

6. Upcoming Meeting Schedule

This was referenced, only, since it is self-explanatory.

7. Economic Development Committee Annual Report Work Group Reporting and EDEC Annual Report Content Discussion

Palmetto Ave Business Outreach –

- What are we including in the EDC video presentation?
- What we did, why, who was involved – results of connections and neighborhood relationships.
- Provide each councilperson with the packet of information.
- Quotes from businesses, Beach Boulevard project, Library, Palmetto
- Retail street dynamics: make-up now and make-up when it is a main street
- Enough of the talking – just do something.

Web Presence

- Style Guide critical
- Shared resources – such as sharing community Calendar with Vickie
- Huge moves in the mobile and Facebook space – Kevin reserved the
- In fact – some of community members, such as

Updates on Google Maps – residents would really like to hear that.

- EDC members need to confirm the listing – so
- Can we show this transformation at the Council slide?
- Attracting businesses employers to the town: create a context first.
- Where do people work?
- Peter is expecting to work with the City’s survey gathering information
- Brent asks for a shorter survey – a series of brief surveys.

8. Chamber Report – Provided by Victor Spano

- The Quarry 3-D model of the site planning (not architectural model)
- Chamber is hosting an eggs and issues breakfast on July 21 to address the Library

proposal, and Mike O'Neil will be the guest speaker. (This was subsequently postponed.)

- Aspiring Entrepreneurs will be at Florey's on July 28.
- Brent raised the possibility of a Pacifica LinkedIn group.

9. Economic Development Manager's Report

- Morgan Hill
- New tenants: Kevin's Cottage, vacant space on Bill Drake Way,

Brent Shedd and Victor Spano departed at 8:30.

10. Oral Communication from the Public at Closing

There was none.

11. Oral Communication from the Committee

SUE: FogFest: Can we have an overall theme of whales, can we have our own businesses featured. How can we involve Palmetto merchants in Fogest?

DAVID LEAL: The council meeting last night with the County Library representative provided powerful information about what services we are missing because of our undersized facilities.

KEVIN: a lot of our discussion seems to be around our development projects which are long term. Pebbles are near term things we can get done while we are getting the rocks. Related to that, Ring Central keeps tabs on Bay Area hiring. The numbers of have been softening. Tech market has been doing some softening. That gives us an opportunity to move while the market is still robust.

Metrics – "I purposely started tracking where I spend money – "An Economic Fitbit." I use myself as a small sample size. I track where we went and how often we went. If I need to stop at Home Depot, can I get that Ace instead?"

Kevin had visited the City web site: "There is delay on performance and Google will start decreasing your SEO ratings. The site should be tailored to mobile devices."

Lorenzo responded: "The actual web site itself is still under construction. We are revamping department pages as we speak. Vendor is the host but we control the design. All the architecture is in house. Platform from Civica provides the ability to make legal notices."

"When I run the Google metrics against it there are number of failures," Kevin reported.

Lorenzo said, "Send me that so I can send it to the vendor. "

12. Meeting adjourned 8:52 pm.

David Leal moved and Kevin Cubba seconded