

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of July 8, 2014
Approved as Amended on August 12, 2014

In attendance were members: Peter Menard, Christine Engstrom, Jim Heldberg, Mary Brown, Michael Varney, and Sue Digre; and City Staff: Lorie Tinfow, George White, Ed Vandehey and Marilyn de Souza.

Absent: Courtney Conlon, Javier Chavarria, Linda Fahey, Brent Shedd and Len Stone.

1. Call to Order

Acting Chair Mary Brown called the meeting to order at 6:05 pm.

2. Approval of May 13, 2014 Minutes

Jim made a motion to accept the Minutes. Christine seconded. The motion passed unanimously.

3. Discussion of Subcommittee Recommendations

Peter stated that the subcommittee (comprised of Sue Digre, Linda Fahey, Brent Shedd and Peter Menard) came up with 5 Priorities which would put forth our best effort with limited resources.

Priority 1: Create “How To” guides for people and organizations to plan events.

The more help available on our website, the better it is for people and organizations to plan and host events. The process and fees involved should all be easily accessible and transparent. George said that he and the Planning Department are looking for test cases to use as samples on how to ease various processes.

Priority 2: Change the City’s website home page to focus navigation by audience.

It was unanimously agreed that the City’s website needs updating. Navigation by audience would allow a “visitor”, “resident” or “business” to venture into an area they want to search. Lorie mentioned that funds have been set aside in the budget to tackle this issue.

Priority 3: Supporting and recognizing events hosted by citizens/organizations have a value to Pacifica, and that these should be cultivated annually and placed in a calendar.

Peter mentioned that community events benefit Pacifica. They have been calendared, so people who search our website can see what is happening in Pacifica and make a visit. We need to champion events – reach out to organizations/citizens that host an event and see if it can become an annual event.

Priority 4: Recognizing our art community and how our location inspires art.

- A) Establish a process to award small grants for public art
- B) Develop a plan to create a "Welcome to Pacifica" experience for those entering on Highway 1
- C) Select a business, organization or resident on a regular basis and give a Beautification Award

The first impression anyone gets about Pacifica is when they enter on Highway 1. Whether it is from the north or south end of town, Highway 1 is pretty dreary. We have to find a way to welcome people into our community.

Priority 5: Increase code enforcement on unkempt properties.

Find ways to ensure owners will care for their properties, and for those properties that are vacant, have code enforcement be more diligent.

Discussion ensued, and it was determined that Priorities 1, 2 & 5 have already begun.

Michael made a motion to adopt the list of priorities as recommended by the subcommittee. Christine seconded the motion. It passed unanimously.

4. Review of Tour Book Videos

The Committee watched short videos from the City's website which will be updated in the near future. Suggestions were made on how to improve the videos.

5. Continued Discussion Next Steps

6. Oral Communications from the Public

None.

7. Oral Communication from the Committee Members

Jim was disappointed in the 4th of July festivities which, once again, we did not capitalize on. People came in to set off fireworks and left afterwards.

8. Next Meeting Date

The next meeting date was set for TUESDAY, August 12, 2014.

Mary adjourned the meeting at 7:43p.m.