

# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of December 9, 2014  
Approved as Amended on January 13, 2015

In attendance were members: Linda Fahey, Michael Varney, Brent Shedd, Peter Menard, Jim Heldberg, Kevin Cubba, Matthew Dougherty, Courtney Conlon and Sue Digre; and City Staff: Lorie Tinfow and Marilyn de Souza.

Absent: Chris Porter.

1. Call to Order

Chair Peter Menard called the meeting to order at 6:02 pm.

2. Approval of November 17, 2014 Minutes

Jim made a motion to accept the Minutes. Linda seconded. ~~The motion passed unanimously.~~ The motion passed 6 yes 2 abstain, Kevin Cubba and Matthew Dougherty Abstain.

3. Introduction of New Committee Members

4. Chamber of Commerce Update (Courtney Conlon)

4<sup>th</sup> Annual Tree Lighting Event had been the biggest so far. It was well attended, and the City's Public Works Department has an amazing group of workers.

On December 5, Courtney attended a Coastside Emergency Preparedness event in Half Moon Bay. She was very impressed at the great planning in case of emergencies between private and public sectors. She would like to see a program being in Pacifica.

The Chamber is thinking about initiating a Pacifica Loyalty Card where card members can earn rewards or benefits from a "Think Local, Shop Pacifica" program. It is in the thinking stage at the moment.

Chamber Holiday party will be on Thursday, December 11 from 4 – 7 pm.

5. Oral Communications from the Committee

Brent advised Courtney to look at mall examples for the loyalty card program. Many malls offer incentives to shop at their specific mall.

Matthew inquired about the goals of the EDC, along with the hot topics of concern.

Lorie mentioned that a new version of the Event Planning plan will be presented at the next meeting by the Interim Planning Director. She also advised that there is no update on the PG&E Utility Pole issue and hopes something will come down the pipeline by next

meeting. Also, the position of Economic Development Manager went to Council and was approved, along with a \$10,000 budget.

Sue wanted to see an outreach to local businesses inquiring about what helping or hurting them.

Jim said his business has pleasantly been up, but what is surprising is that he is getting more business from outside Pacifica than within.

Kevin advised the committee that many of our businesses are not in the digital age. Our restaurants and shops do not register on GPS programs, so people driving through Pacifica may not be aware of these merchants.

Courtney brought up a concern regarding signage issues around town and would like the committee to address this at the next meeting.

**6. Oral Communication from the Public**

Horace Hinshaw representing the *Pacifica Tribune* was in attendance and would like to see more information shared with the newspaper.

**7. Selection of New Committee Chair**

Since Chair Len Stone's term is complete, nominations for a new Chair and Vice-Chair were taken.

Linda nominated Peter for Chair; Brent seconded. The nomination was unanimous.

Courtney nominated Brent as Vice-Chair. Linda seconded. The nomination was unanimous.

**8. Next Meeting Date**

The next meeting date is Tuesday, January 13, 2015 at 6:00 pm.

Chair Peter Menard adjourned the meeting at 6:55 p.m.