

MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, May 9, 2023, 6:00 p.m.

CALL TO ORDER: 6:09 p.m.

ROLL CALL

- a. Members Present: Sean Thompson (Chair), Robert Foster (Vice Chair), Matthew Dougherty, Archie Judan, Greta Sieglock, Lauren Smith, Ruby Tovar, L.J. Jones
- b. Members Absent: Brendan Berman
- c. City Council Liaisons Present: Sue Beckmeyer, Mary Biers
- d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti

ADMINISTRATIVE BUSINESS

- Sean requested a motion approving the order of the agenda as presented. Member Foster moved to approve; Member Dougherty seconded. All approved.
- Minutes from the December 13th, 2022 and January 10th, 2023 meeting were not available for approval. Approval of December 13th and January 10th minutes will happen at the June 13th, 2023 meeting.
- Chair person Thompson requested a motion approving the minutes of the November 8, 2022 EDC meeting. Member Foster moved to approve; Member Dougherty seconded. All approved

COMMUNITY COMMUNICATIONS

- Robby Bancroft spoke to the committee to understand where he may be able to provide support.

PRESENTATION

- No presenter this month.

STAFF COMMUNICATIONS

- Yulia Carter provided an update on the Shop Pacifica program.
 - 48 Pacifica businesses currently in the program
 - Last months Buy One Get One Promotion was a success, resulting in bonus cards selling out.
 - Current Shop Pacifica initiative includes a redemption campaign “Here Comes the Sun” where businesses are offering special promotions for those who make a purchase with a Shop Pacifica e-Gift card.
- Yulia Carter provided an update on the Workations campaign, a City sponsored initiative to increase mid-week hotel occupancy rates. This promotion is performing well, with over 30 mid-week stays since the launch.
- Yulia Carter updated the committee on the hiring of an Economic Development consultant who will work with the City on business outreach, retention, and implementing the newly adopted

Economic Opportunities Study. Yulia mentioned the Economic Development Manager position has recently closed, and interviews will be conducted in the coming weeks.

- Yulia Carter updated the committee on the newly adopted Strategic Plan
- Yulia Carter announced the City received its first Distinguished Budget Presentation Award for the current FY 22-23 Budget.

COMMITTEE COMMUNICATIONS

- Chairperson Thompson led discussion on repeating the projects EDC took part in last year including: Blues and Brews, Networking Night, and the Pacifica Job Fair.
- Member Tovar suggested conducting a survey of Pacifica Businesses to see what they would like to see in the City, and using those results to guide future projects.
- Member Sieglock said she would like to repeat the Networking Night given the positive response from local businesses owners.
- Chairperson Thompson and Vice Chair Foster spoke about repeating the Blues and Brews event, and the emphasis on having an event that is solely supporting Pacifica from the performers, to the brewery's, to the food. Member Smith suggested that this year, the Blues and Brews event should hold fundraising events prior to the festival, and offer sponsorship opportunities for businesses and individuals.
- Member Smith gave an update on the Pacifica Pride Parade as an EDC liaison. She said the Pride Parade event organizers held a fundraising competition to see which business could raise the most money for the Pride Parade. She said the event was a major success, and recommends Blues and Brews do something similar.

Brainstorming Potential Future Speakers

- Chairperson Thompson discussed potential speakers for the upcoming year.
 - Member Smith suggested having the Pacifica Pirates speak as they played a major role in the fundraising for the Pride Parade.
 - Chairperson Thompson suggested Robby Bancroft, owner of Breakers speak about his experience and suggestions as a Pacifica Business owner.
 - Chairperson Thompson also suggested hearing from Caitlyn Cuadra, newly opened Malt + Stone business owner. He would like to hear what brought her to Pacifica and how it has been going for her business thus far.
 - Member Smith suggested to have a representative from Coast Pride as a possible speaker as well.

Presentation to City Council

- Chairperson Thompson discussed the upcoming presentation to City Council to show the EDC's accomplishments.
 - Member Sieglock made a motion to give Chairperson Thompson authority to create the final presentation. Member Tovar seconded.

INFORMATIONAL ITEMS

- The Chamber recently sent out their newsletter which included the ribbon cutting event for Malt + Stone.
- Chamber will be working with the Pacifica Resource Center on their annual fundraising event
- FogFest was a success. Fogfest is in need of new Board Members.

ORAL COMMUNICATION FROM THE COMMITTEE

- Updates from Council
 - Council continues to work on an STR ordinance, and has placed a cap on the number of permits the City can have.
 - Council adopted the Strategic Plan and Goals
 - Council gave an update on the Hosing element update – an 8-year plan.
 - On April 24, City Council approved the Pacifica School District Workforce Housing Project which includes 70 unit's total.
 - Councilmember Bier recognized May Mental Health Month and stressed the importance of checking in on one another.

Follow-up/Action Items

Alyssa to send out the final Economic Opportunities Study

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Member Tovar would like to discuss creating a survey
- Member Smith would like to talk more about the addition of an events calendar
- Robby Bancroft as speaker

Next scheduled regular meeting – June 13, 2023, 6:00 p.m.

MEETING ADJOURNED: 8:23 p.m.