

EDC July 11, 2023

Agenda:

<https://cityofpacificaproduct.govaccess.org/home/showpublisheddocument/15323/638243183659060089>

Committee Attendees: Sean Thompson (ST), Greta Sieglök (GS), Lauren Smith (LS), Brendan Berman (BB), L.J. Jones (LJ)

Community Communications

Cindy Abbott:

- Kahuna Kupuna Annual Surf Contest & Fundraiser
 - Sat July 29, Pacifica State Beach @ Linda Mar
- Sanchez Art Center upcoming exhibition
 - Reception: July 21 7-9 pm
 - Open for viewing through August 20th
- Pacifica Age Friendly Commission
 - 65+ is fastest growing age group in the US
 - Business engagement program to help cater to needs of seniors e.g. wider aisles. There's a checklist that can be shared to help businesses become age friendly certified.
 - **LS: let's consider a presentation for the next agenda**

Presentations

Robby Bancroft - How to build a successful social media / marketing campaign:

- Three groups involved: EDC, Chamber, City of Pacifica
 - All three groups trying to do similar/overlapping things
 - Should be available on all platforms, but minimize splitting attention between EDC/City/etc
- Robby wants to help & partner with EDC
 - **Sean to work with Robby on the EDC Instagram page (@discoverpacific)**
 - ST: want to brand the city as beautiful/photogenic/etc, we have great pictures from photographers that we should use!
- 3 ways people process information: watch, listen, read ... should share across all modalities for each message
- To build a strong marketing engine on social media, you need: (1) Content (2) Create community (3) Branding; brand > sales
 - A strong brand brings the maximum value to its owner. Rather than pushing for sales, you should "ask but have no expectations"
- SB: how can we plan ahead for big events? e.g. Super Bowl in 2026
- Yulia Carter (YC): suggest co-branded content, e.g. EDC sub-committee meet at breakers, generate content while there that helps EDC & Breakers at the same time

Staff Communications

- Alyssa Barranti (AB): June 15 Business Resource event
 - 15 businesses attended
 - SBDC gave a presentation and shared resources they have for businesses
- AB: Economic development consultant put together a pamphlet of resources for local businesses that will be distributed. We plan to share this with businesses during goodwill visits, which is when a city contractor goes door to door to meet and talk with businesses.
 - YC: Will also update City website to include the pamphlet once complete
- AB: Workation program has resulted in 50 stays so far, which translates into \$10.5k in business revenues! Hoping to extend dates further, depending on funding being available. So far it's run from Feb through June.
- YC: City Council adopted the annual budget in their last meeting. EDC got the same budget amount as last fiscal year, which is \$7,500
- YC: New Pacifica economic development manager to start on August 25th

Committee Communications

- BB: Pride Pride had estimated 1K attendees!
 - Parade took place along Palmetto Ave, heading north along Sharp Park ending at Ingrid B Lacy (IBL)
 - LS: Held a festival at IBL with food trucks and performers, everyone had a ton of fun!
 - **BB: We should try developing cost-saving measures for events in general and parades specifically**
- GS: Business Networking event
 - Felt frustration for local business owners - not being heard by city
 - In particular, Rockaway feels overlooked/ignored
 - Robby Bancroft: I attended. Some people came for solutions to their immediate problems, but the event was not intended to handle those cases. Needed to set up follow-up sessions with those folks.
 - AB: held 1-on-1 meetings with many businesses that attended. Many brought up funding issues
 - **Given this, we're thinking of hosting a "Meet The Lenders" event, possibly late Aug / early Sept. We should discuss at the next EDC meeting.**
 - SB: can we get SBA to participate at that event?
 - LS: for funding issues, should educate businesses about other options they have besides traditional debt financing. E.g. factoring
- ST: Secretary position for EDC
 - LJ: nominate Brendan, ST: seconded, Unanimously approved
- ST: Blues & Brews - held the first annual event in Oct 2022
 - Asking for volunteers from EDC, mostly reaching out to local businesses. A lot of foundational work will be the same as last year so don't need as much help with that.
 - **Lauren and LJ will help with planning and execution**

- LS: Want to reach out to local Pacifica breweries to participate in this event
- **AB: we should pick another local non-profit to partner with this year**
 - YC: we could do a call for interest
- **ST: date options - Oct 21 or 28, need to choose a date during our next committee meeting**
 - SB: FogFest is always the last full weekend in September. This year that falls on September 23-24
 - Robby Bancroft: HMB Pumpkin Festival is also in October
 - Community member Ed asks if we've spoken to merchants in Sharp Park yet about scheduling? Concerned that they don't yet know we're planning this, and that the fall is tough for Pacifica merchants due to FogFest Fatigue. Wondering if a Spring festival might be better for businesses.
 - **Lauren to reach out to Sharp Park business group & Eureka Square**
 - LS: we should talk to business owners prior to picking a date

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: streets safety plan - couple serious injury spots on sharp park road
 - Pacifica could get grants to mitigate those injury spots
 - Suggestion of 1-lane each way for cars, and bikes along sharp park road
- AB: moving forward, assumption is you will attend EDC meetings unless you explicitly let staff know otherwise
- SB: we'll be recruiting for open EDC committee positions in October

Individual Committee Members:

- L.J. Jones
 - Helped deliver fliers for the Business Networking event
 - Got some pushback from businesses about more Fall events, they really seem to want events over Winter & Spring
 - Opportunities for more food trucks in the city?
 - YC: this is a longer term goals
 - Want to work on a better map for the city, to direct people to the various areas we have
 - SB: need to get all of the people who visit Pacifica and only hike Mori Point and leave to instead pit stop along Palmetto
 - **Brendan to partner with LJ on developing a map**
 - Since we have so many AirBnBs, what if we give local ads to those homes and ask them to display them?
 - GS: maybe Coastside Magazine