

Minutes: Economic Development Committee Meeting, Oct 10, 2023, 6:00pm

Agenda:

<https://www.cityofpacific.org/home/showpublisheddocument/16141/638321187143030000>

Attendance

Committee Members: L.J. Jones (LJ), Matthew Dougherty (MD), Brendan Berman (BB), Robert Foster (RF), Lauren Smith (LS)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Tara Schiff (TS), Alyssa Barranti (AB)

Community: Cindy Abbott (CA), Ed Ochi (EO)

Presentations

Ed Ochi - “Pacifica Local” signs at Fog Fest

- Local vendors have discussed for years how they feel Fog Fest is only the “circuit-riders” who are from out of town and go to all the festivals
- This year we created the “Pacifica Local” signs: 25 signs were on display, another 3 local vendors who didn’t display (no-show), another 2 local vendors showed interest but didn’t follow through
- Survey to assess impact of the signs, posted on Nextdoor and 4 Facebook groups - this was a Pacifica-only survey (would like to expand in future)
 - 214 survey responses (82% from Facebook), 205 attended FogFest
 - 96% went to see vendors (not just food/music/social/etc)
 - 71% saw >3 “Pacifica Local” signs! Another 15% (so 86% total) saw at least one
 - 75% of people said that seeing the sign caused them to stop to check out the booth

- 37% purchased from a vendor who they'd never bought from before!
- 62% said the sign influenced their decision to purchase
- 95% of respondents wanted to see these signs again next year
- Qualitatively, discussions with vendors who displayed these signs indicated that they did have a better year than last year
- Might be worth consider slightly generalized language e.g. "Local" can frustrate some folks (us vs you)
- MD: does Fog Fest pay sales tax?
 - SB: it is expected that they do. HDL said there was only 1 merchant who did get a letter saying e.g. you didn't register to do business in Pacifica
- TS: I can share presentation with

Cindy Abbott - Age Friendly Business Program

An age friendly world enables people of all ages to actively participate in community activities and treats everyone with respect regardless of age.

— World Health Organization

- In the US the AARP uses a network of local affiliates to message and execute the program
- Pacifica was selected for San Mateo county pilot (in 2018) and in Jan 2019 Pacifica Age-Friendly Task Force was formed, running many focus groups that largely asked about "greatest unmet needs", as well as a focus group for service providers and their gaps
- Pacifica was approved as an age-friendly community in 2020!
- Three Initiatives:
 - 1. Transportation
 - CaR provides subsidized taxi rides (\$5 each, via Serra Cab)
 - 2. Housing
 - Providing information, helping them get through
 - 3. Respect & Social Inclusion
 - Recognizing age-friendly businesses
- Task Force is continuing to make improvements in the city, new survey coming out in October

- The age-friendly businesses program fits well into EDC sub-committees (2) and (3)
- There are 2 fliers/resources that they'd like to get out to businesses. This includes a checklist that businesses can follow to become more age-friendly
- This is important because seniors (65+) is the fastest growing group of US population
 - Pacifica currently has 19% seniors, trending towards 25% within the decade
- After getting going and certifying businesses, would want to acknowledge and celebrate businesses who a part of the program: Window Cling, listed on EDC web page, Social Media, etc
- Would like to have sub-committee 2 & 3 identify opportunities for how to collaborate on these initiative, e.g. sub-committee 2 could host an event
- EO: how will we measure success?
 - CA: pre and post survey

Staff Communications

Tara Schiff - Mariposa County Economic Vitality Strategy

- New to Pacifica, noticed very early on that there have been a few good economic plans but they were fragmented
- CEDS (Comprehensive Economic Development Strategy) is usually for an entire region, and EVS (Economic Vitality Strategy) is usually for a single jurisdiction.
 - CEDS is through ABAG (Association of Bay Area Governments)
 - Pacifica EVS initial draft will be ready by Oct 13th
- These documents are incredibly important for applying for grants

EDA Grant

- TS: Applying for \$6.7M EDA grant through Economic Development Administration Commerce - disaster resilience grant (eligible because of our 2021/2022 winter storms)
- TS: Working with Christian Murdoc, it will help to implement Phase 2 Palmetto & Sharp Park Specific Plan

General updates

- AB: working on website updates for economic development & EDC
 - Potential future agenda topic
- TS: want to schedule another Meet the Lenders event and include some additional business training
 - Reached out to SBDC and SAMCEDA

Committee Communications

- LJ has elected to join sub-committee 2, BB has elected to join sub-committee 2, LS has elected to drop out of sub-committee 2 and join sub-committee 3
- LS: polled all businesses along Palmetto, everything thinks we should host Blues & Brews in the Spring
 - Really appreciated being asked
 - Targeting April right now
 - Pride is June, don't want to conflict with that
 - TS: What about end of April, possibly 27th
 - **Gaveled on hosting Blues & Brews on Saturday, April 27th**
- BB: we own discoverpacific.com, working on setting up Squarespace
- TS: have some input on the real estate ideas, Zoom Prospector, will share in next meeting
 - This can then be embedded into our city website and then developers can find commercial property via that tool
- LS has joined the Coast Pride board!
- LS: Coast Pride board has had the pre-meeting to get ready for Pride planning kick off. This year we'll have clearer Areas of Responsibilities and more volunteers to help.

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: Council voted to donate \$10k to CORA (community overcoming relationship abuse)
 - Allocated to have Pacifica be part of the Speak Up program, which helps teach businesses how to notice the signs of abuse (only 15 minute presentation)

- LS: is there something like mandatory reporting laws, but for adults?
- SB: Local Coastal Land Use Plan. New component is City <> Citizen engagement that we'd like a lot of participation in. Hoping to get it scheduled prior to the holiday season.
- MB: Committee & Commission interviews this upcoming week to hopefully fill open seats

Potential Future Agenda Topics:

- LJ: share the maps & tours