

Minutes: Economic Development Committee Meeting, Nov 14, 2023, 6:00pm

Agenda: <https://www.cityofpacificacounty.gov/home/showpublisheddocument/16391>

Attendance

Committee Members: Archie Judan (AJ), Greta Sieglock (GS), Lauren Smith (LS),
Brendan Berman (BB), L.J. Jones (LJ), Ed Ochi (EO)

Council Liaisons: Mary Bier (MB)

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

Community: Becca

Staff Communications

Alyssa Barranti - Economic Development Pacifica Website

- Developed the update with help of city economic development consultant
- Highlights include:
 - Business services & resources
 - City plans and economic studies
 - Real estate opportunities
- TS: transportation is a key element of economic development, and we have great access being on Highway 1, close to sea and air ports, close to SF, railroad nearby in San Bruno. We called this out clearly on the website.
- LS: would argue that we actually have a poor transportation system for individuals
 - TS: yes. That's true but we're specifically calling out the access which is what many businesses will care about when evaluating
- LJ: how do developers find this? SEO/SEM?
- TS: want to consider a commercial developer tool, such as Zoom Prospector, has many benefits that ease the management needed by the City

- AJ: how do we capture renting & leasing opportunities and not just properties for sale?
- TS: do we want a tab for consumers, to add events onto this website?
 - BB: I think generally we should have individuals go to discoverpacificacom and businesses can go to the city website
- EO: giving a short description of each link will help, so people don't need to visit each of them to figure out what they are
- MB: can we highlight Shop Pacifica more?
 - AB: we could add a tab
 - TS: maybe add the Shop Pacifica logo to highlight it more
- LS: want a step by step how to start a business
 - TS: I believe we have this already
 - BB: would be nice to have specific instructions for different business archetypes, e.g. restaurant, storefront, etc

Tara Schiff - Shop Pacifica Week

- November 25 - December 1, which overlaps with Small Business Saturday
- Many business are offering specials during this week
 - EO: might want to add a note to the flyer saying where to find a full list of businesses
- Starting to do regular visits with business owners to get out in the community and gather feedback on these types of programs
- Sharp Park Business District is hosting an event on Sat, Nov 25 from 10am-6pm

Committee Communications

Blues and Brews

- LS: we're already behind our written schedule, but that was a conservative timeline
- LS: might need more hands on deck to make this happen successfully
- AB: City can help with some of this. I can incorporate that into this work plan
- BB: does Parks, Beaches & Recreation (PBR) have the ability to help, or any resources?
- GS: how did talking with Sharp Park Business District go?

- LS: all over email, they were super receptive, gave valuable feedback on scheduling
- BB: could we find some volunteers?
 - LS: could look around
 - TS: might be able to get some help from the businesses in Sharp Park?
 - EO: that would help us to tie the event more to business development
- AJ: could potentially also utilize the non-profit we partner with to help plan (and market) the event
- EO: may want to define key results/metrics sooner rather than later, especially prior to going to our community groups
- EO: similar event in Dixon, but they had paid entry (wristband) and then you go into the businesses and get your drinks from inside of them. They had central music.

Website & City Tours

- LJ: would love to attract bike rentals to the city
 - MB: on a committee looking to bring transportation options, hoping we can get on a pilot of bike options
- GS: suggestion for kids tour, e.g. toy stores, art, sweets
 - AJ: also fishing tour
 - TS: also surfing tour
- LJ: we have an idea to add the Shop Pacifica businesses into the website Map so it's easy for people to find
- AJ: VisitPacifica owned by the BID, being transferred back to the city for ownership
 - Would need to give a proposal to the BID, but if they approve then EDC could take ownership
- EO: what were you thinking about for the calendar?
- LJ: we were thinking about starting with the simplest setup - shared Google Calendar
- EO: it should be looped into other places, not just on the website, e.g. put it into the hotels
- LS: could categorize the events so there's music, food, other events, etc
- AJ: would be good to publish events to areas outside of Pacifica with different weather throughout the year (e.g. Sacramento in the Summer because it's hot there and more moderate here)

- EO: could do a shared calendar for workshops, classes, learning events, etc
- EO: want to avoid Pacifica businesses cannibalizing other Pacifica businesses, so would want to help advertise/push the events to other cities

Informational Items

- AJ: Pacifica Polar Market, Dec 1-3, went out in the Chamber newsletter
 - Elf Market is mostly local vendors
- AJ: Palm-a-Palooza donation drive for Pacifica Resource Center, for both food pantry and housing relocation

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: First meeting looking at LCLUP + 125 comments from the Coastal Commission. Lots of learning. Next meeting on Dec 5th at the Community Center will be a share-out from planning department on how they plan to address the comments
- MB: Continuing to look at housing element, please visit Plan Pacifica website to stay up to date
- MB: PRC looking for \$30 gift cards from grocery stores. PRC is starting to work on their Holiday Joy program - get matched with and sponsor a family.
- MB: Safe Parking program is full with 4 on the waitlist, going really well! People have become housed from it.
- MB: Pacifica is trying to bring people together in unity and peace, just starting on this effort, but one of our first plans is to have a new mural made. It will be a year-long project and folks will be able to sign up to do acts of kindness or peace within the city.

Updates from Individual Committee Members:

- LS: Coast Pride needs more volunteers for Pride planning! Most key roles are filled, but will want/need more help. Still need Volunteer Coordinator & Food Truck. lauren@coastpride.org
- GS: Off The Grid is interested in hosting at Sea Bowl while it's unused
 - LS: they do basically everything, so it's minimal effort for the city

Potential Future Agenda Topics:

- BB: Discussion of how we find grants to apply to, how EDC could potentially help
 - TS: we just submitted the grant we spoke about at the last meeting!
We should know if we are likely to receive it by end of the year