

Minutes: Economic Development Committee Meeting, Dec 12, 2023, 6:00pm

Agenda: <https://www.cityofpacificca.org/home/showpublisheddocument/16606>

Attendance

Committee Members: Greta Sieglock (GS), Lauren Smith (LS), L.J. Jones (LJ), Sean Thompson (ST), Matthew Dougherty (MD), Brendan Berman (BB), Ed Ochi (EO)

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

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

Administrative Business

- Proposed agenda change: move PB&R discussion of Blues & Brews item up. Unanimously approved.
- Approve updated agenda. Unanimously approved.
- Approve November 14th minutes. Unanimously approved.

Blues & Brews

Bob Palacio: Discussion with PB&R about coordinating on Blues & Brews

- In the PB&R department's wheelhouse to help host events like this
- Would like to meet with subcommittee that's planning
- First thing to understand is to identify our objectives.
 - Think about what went well last year that we want to continue, who attended (e.g. bands) that we want to return
 - Bands are important to drive attendance - find bands with a strong local following (500+ people)
- PB&R has more staff that can help with these types of events (compared to Economic Development which has a staff of 2 city employees)
- MD: ice skating in San Mateo?
 - BP: we contracted that out, the vendor keeps most of the profit

- BP: if city instead had tried to rent out the space, it would probably fail
- EO: any thoughts on the particular geography of Pacifica? We have our linear Palmetto Ave, as compared to a downtown square
 - BP: Thinking about how we could expand this to help more than just the few businesses located directly next to the event. Potentially expanding from a 1-off event and turning it into an ongoing series that we can move around the city so that multiple businesses & areas of the city benefit
- BP: it can get expensive, but that's where sponsorships come into play
- TS: let's focus on Blues & Brews first, then shift focus towards an ongoing music series
- EO: Palmetto has Fog Fest Fatigue
- GS: maybe we can host the event in a different location of the City after Fog Fest so the Palmetto businesses aren't fatigued
- BP: need to host in a location with services available
- ST: people really like music, it creates a positive vibe
- BP: agreed, it shows citizens that the city cares and wants to be vibrant and fun
- BP: think it's a good idea for EDC to continue driving these events, and PB&R will help work in the background
- BP: in San Mateo the music series drew 1500-3000 people per week
- TS: similarly in Mariposa - very small town - we'd get about 2000 people to attend
- BP: also important to have the right youth amenities to attract families, for example a rock wall
- LJ: what lead time do we need to be planning for?
 - BP: for April 27th, need to begin planning in January
 - TS: 4-5 months for planning
- BP: have had more success in the past bringing businesses into the planning process, rather than trying to get their stamp of approval after it's planned
- LS: for that reason, we should continue to plan for Blues & Brews
- MD: any preference for planning events on private vs public land?
 - BP: any City owned property is easiest, beaches could work because we have some jurisdiction over them depending on how large the event will be

- BP: thinking we meet up during the 2nd week of January to begin serious planning for Blues & Brews
 - TS: I'll send out a survey to figure out a specific date
 - LS: in person meeting, walk through, plus the ideation

Staff Communications

Tara Schiff - Update on Economic Development Related Items

- We've been doing business visitations - more than 75 so far. As of this week, we will have completed our visits of all major business districts in Pacifica
- Going forward, we will be going to a different business district every Thursday
- Economic Development wants to be the liaison for businesses to the city - if they have any issues, contact us first
- SB: around 2015, the Mayor created monthly "Mayor walks" which drew quite a crowd of city employees and appointees. That was always super well received, and elicited lots of valuable feedback that otherwise wouldn't have been voiced.
- TS: like the idea of bringing in some dignitaries when the time is right
- EO: any value to holding our EDC meetings in locations besides Community Center, so it's easier for others to join?
 - TS: toured a few meeting areas around the city recently, so I know of at least 5
 - SB: as long as it's public and communicated on the agenda
 - TS: rotating around different restaurants is a great idea too
- MD: anything else that stood out?
 - TS: signed up a few ShopPacifica, found a few that needed to update their business licenses, we're still just getting started
- SB: any update on the ice cream shop in Manor? Any help we could offer them?
 - TS: have a note to follow up with Christian on this

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: chair of coastal cities group of League of Cities

- Working on building a network of who to talk to in the different regions
- LS: what does this group do?
 - SB: discusses coastal issues and brings awareness to the 69 coastal cities (of 400+ cities in CA)
 - SB: >50% of Pacifica businesses and hotels exist in the coastal zone, so it's a big issue for our city to understand the impacts of operating & living in the coastal zone
- SB: meet monthly with leadership of the Coastal Commission
- SB: we now have a Shelter Ordinance, defining temporary housing
- MB: LCLUP meeting happened, very well attended, helping the community understand what the City's plan is
- MB: support the local PCTV, they have an ongoing online auction (pacificcoast.tv)
 - AB: could put this into Business Matters newsletter
- MB: age-friendly city survey is out now on the senior services website
- MB: PRC still looking for gift cards to local grocery stores (\$30-50)

Updates from Individual Committee Members:

- LJ: bringing up what the community member brought up a few meetings ago - concerned about businesses closing and having fewer and fewer options of things to do in the city. We should discuss this more in the future.
 - TS: if there are specific concerns, this should be brought up with Economic Development staff
- EO: looked at the maps that LJ put together, they look good and would like to see them put into use
- EO: there's 15 places along Palmetto that offer some kind of workshop, if we can get all of them to put events into a centralized calendar, that would be something we could help to advertise
 - Individual businesses are all interested, but also concerned about cannibalizing their customer base, so no one really wants to be the first to participate
 - MD: sounds like good Shop Pacifica theme
 - EO: to help with tracking, we can offer a raffle prize to people who mention that they found us from the new centralized calendar, it would be nice if EDC could use some of its funds to support this

- LJ: we could use short links to gather analytics on click throughs from the calendar
- EO: we can also do something similar with the entertainment venues
- ST: we need to find the login information for discoverpacifica Instagram
 - MD: I have this
- ST: can someone from BID come give presentation to EDC
- LS: we should have a clear digital strategy, which incorporates all of these ideas we're talking about
 - TS: the city officially took ownership of visitpacifica.com. Updates to the website depend on what the new BID decide to do, there is a subcommittee which will approve website changes
 - BB: should I write a proposal for updating their website?
 - TS: yes. We are actively talking with BID and they are excited.
- TS: once BID is more finalized we could potentially have a joint meeting

Potential Future Agenda Topics:

- SB: food trucks
 - Consider inviting Nicholas Walter is a Pacifican, who cannot operate his business in our city
 - Our ordinances don't have sufficient language around public / semi-public areas around the city
 - LS: have gone through this as a business owner, helped set up SF & Oakland regulations around food trucks
 - GS: Off The Grid has reached out and would like to come here
 - SB: there's been lots of push back from brick and mortar businesses
 - LJ: might be able to use "low-impact" application or a consent calendar item; who should we work with to make these applications easier
 - TS: work with us on this