



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Tuesday March 12, 2024, 6:00 PM
Pacifica Community Center Portola Conference Room
540 Crespi Drive, Pacifica, CA 94044

CALL TO ORDER:

Roll Call:

- a. **Members:** Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Lauren Smith, Brendan Berman, L.J. Jones, Ed Ochi
- b. **City Council Liaisons:** Mary Bier, Sue Beckmeyer
- c. **Staff Liaisons:** Tara Schiff, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of February 13, 2024

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

PRESENTATIONS (0 minutes):

STAFF COMMUNICATIONS (15 minutes):

1. Update on Economic Development Related Items

COMMITTEE COMMUNICATIONS (30 minutes):

- Charter Amendment
- March 25th Study Session
- Committee Workplan Actions and Updates on Deliverables
- Event Updates

INFORMATIONAL ITEMS (10 minutes):

1. Update on upcoming Chamber Events – Archie Judan

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – April 9, 2024

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

1. The Committee will discuss and determine potential future agenda items

ADJOURNMENT

Notes:

*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.

Minutes: Economic Development Committee Meeting, Feb 13, 2024 6:00pm

Agenda: <https://www.cityofpacific.org/home/showpublisheddocument/17316>

Attendance

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

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

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

Community:

Administrative Business

- Approval of agenda. MD motion, RF second, unanimous approval
- January minutes. MD motion, EO second, unanimous approval

Staff Communications

- TS: continuing business visitations. Gave a presentation to around 30 Palmetto business owners a week ago about forming the merchants association. They are researching becoming a main street organization
 - BB: what is a “main street organization”
 - TS: they are a national organization with a CA-specific subsidiary
 - Econ devel
 - Events
 - Mixed use - they are big on housing in downtowns
 - Communities
 - TS: they are moving forward on creating a 501c3
 - TS: they would like to strengthen the downtown corridor, but eventually they hope to include all businesses in the city

Committee Communications

Charter Survey Discussion

- MB: can we see the raw data? It's hard to really understand without having hard numbers
 - TS: yes we can provide that
- TS: EDC needs to create a single action item that can be passed along to
- MD: the questions are leading, and given that many of us didn't know the exact purpose, it seems like we may have gotten tainted data
- LS: we aren't actually drafting anything, just providing suggestions that a lawyer then synthesizes into the legal document
- YC: there are no more EDC meetings before this goes to council, so we need have the recommendations tonight
- ST: Question 6 - is EDC's membership size of 9 appropriate
 - ST: I feel like 9 is a good number
 - BB: is it quorum on the size, or on active members? We've had prolonged periods of vacant seats
 - SB: quorum is established based on the number of seats in the charter
 - GS: I would be concerned about a smaller committee size, since we have lots of big goals
 - ST: Everyone seems good with 9
 - BB: motion to recommend keeping 9 members, RF second, unanimous approval
- ST: Question 7: any qualifications
 - ST: I think what we have going right now is great, we have an awesome group of people, so I don't want to add more guidelines which could encumber EDC unnecessarily
 - GS: is there a minimum attendance requirement?
 - YC: technically, 3 consecutive meetings with no communication means you are on notice
 - LJ: recommendation to have member that lives or works every district
 - BB: motion to recommend that the only requirement to be an EDC member should be being a fulltime resident of Pacifica. When the city council evaluates new members to appoint to EDC they should prioritize having diverse representation of the city's residents across many attributes including but not limited to: age, race, gender identity, ethnicity, the district they live and/or work in, the number of years

they have been a Pacifica resident, and occupation. LS second, unanimous approval

- ST: Question 9: should we change Chamber member to ex-officio non-voting member
 - ST: motion that charter does not include chamber of commerce as a voting member and we leave it up to the city council to determine if the chamber should have an ex-officio non-voting seat or not. RF second, unanimous approved
- ST: Question 10: what other changes to the charter?
 - BB: motion to not make additional changes to the charter, but to communicate to the city council that we would like more opportunities to provide input on the economic impact of development within the city
 - LJ: highlight tourism more in the charter
 - YC: that sounds more like a workplan item, and should discuss this in July when we develop the new fiscal year workplan
 - ST: motion to not make additional changes to the charter, but to communicate to the city council that we would like more opportunities to provide input on the economic impact of development within the city, BB second, unanimous approval
- GS: is there an opportunity to review charter after this meeting
 - TS: I can send after the meeting
- EO: we could always re-review the charter again in 3 months, nothing is preventing us updating it again

Blues & Brews

- TS: For Blues & Brews, city manager would like for the City of Pacifica to have a booth itself at the event. This would allow the city to highlight what work has been done and is ongoing
 - RF: sounds good
- EO: put together a survey for attendees so that we can collect data for future use
- ST: can we have CDA attach the survey to the event invite messaging
- MD: could do a free Eventbrite ticket, this would also give us a channel for communication with attendees after the event
- SB: was there outreach made to the historical society?

- AB: we'll send out an application to all 501c3 with a business licenses, so that there isn't favoritism
- ST: this is new news to the committee
- YC: it's important we do this to ensure that the non-profit is properly set up to be the sponsor for these events, e.g. proper insurance, as well as collecting information on how the money will be utilized so that we can report on the event to city council
- TS: the subcommittee needs to come up with desired criteria for non-profits that can be an event sponsor
- SB: is there only 1 non-profit sponsor? Or can we have multiple sponsors?
- ST: we're not sure what's possible
- YC: next steps are to send this application the city has put together to any non-profits we want to apply

Shop Pacifica

- LJ: would be helpful to see some of the data around spending statistics from ShopPacifica cards
 - AB: spending mostly on food
 - MD: do we have contact info for who purchased the card? If so we could do a survey for those people
 - YC: could provide a report on frequency, and aggregate numbers on spending
 - MD: showing business owners that people who purchase cards use them at >1 business would be more convincing to them to sign up and join
 - LJ: could we come up with some specific requests for data?
 - YC: we just need to be sure we maintain privacy of the data, anything we share with the committee is public information

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: upcoming meeting for beach blvd resilience project on Feb 22nd Zoom only
- SB: LCLUP meeting all day Saturday, Mar 2nd
- SB: Mar 9th - council strategic goal setting meeting

- MB: Mar 16 - Youth Summit 11am-2pm, focus is ages 10-17
- MB: Leap into Kindness community sing-along

Updates from Individual Committee Members:

- LS: Pacifica Pride is happening on June 1st, and we have lots of volunteering opportunities if you want to join a committee
- MD: power outage was really hard on the bakery as well as many other Manor businesses
 - ST: PG&E might install for free a generator plug-in on your home electrical panel
 - TS: PG&E may also have some refund they can give for commercial customers

- ST: Motion to end the meeting, BB second, unanimously approved

RESOLUTION NO. 9-2019

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA AMENDING
RESOLUTION NO. 27-2011 CREATING AN ECONOMIC DEVELOPMENT COMMITTEE**

WHEREAS, under the direction of the Pacifica City Council and as administered by the Economic Development Program in the City Manager's Office, the Economic Development Committee (EDC) exists to support the City's economic development goals, including the retention of local businesses in Pacifica, the development and expansion of local businesses, and assist in the attraction of new businesses to Pacifica; and

WHEREAS, the objectives of the EDC are to: (1) Work with the Economic Development Program, the community and visitors in the identification of new businesses that fill a neighborhood business market gap; (2) Provide a forum for exchanging ideas, education, information, and addressing the business and economic needs of the business community and its residents and visitors; (3) Reach out to the business community, residents, and visitors to promote business development and support the implementation of the City's Economic Development Plan; and

WHEREAS, the committee shall have a chair and a vice-chair, elected by the committee with two-year terms; and

WHEREAS, The EDC will be comprised of the City Manager or designee (Ex Officio, nonvoting), at least one City Council member as liaison, eight community members appointed by the City Council and one member as designated by the Board of the Pacifica Chamber of Commerce.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Pacifica does hereby amend Resolution No. 27-2011 to revise the purpose and objectives of the Economic Development Committee as amended above.

Passed and adopted at a regular meeting of the City Council of the City of Pacifica on the 22nd day of April, 2019 by the following vote of the members thereof:

AYES: Vaterlaus, Beckmeyer, O'Neill, Bier

NOES: None

ABSENT: Martin

ABSTAIN: None


Sue Vaterlaus, Mayor

ATTEST:


Sarah Coffey, City Clerk

APPROVED AS TO FORM:


For Michelle Marchetta Kenyon, City Attorney

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WHEREAS, the objectives of the EDC are to: (1) Work with the Economic Development Program, the community and visitors in the identification of new businesses that fill a neighborhood business market gap; (2) Provide a forum for exchanging ideas, education, information, and addressing the business and economic needs of the business community and its residents and visitors; (3) Reach out to the business community, residents, and visitors to promote business development and support the implementation of the City's Economic Development Plan; and the committee will be provided with additional opportunities to provide input on the economic impact of development within the City; and

WHEREAS, the committee shall have a chair and a vice-chair, elected by the committee with two-year terms; and

WHEREAS, The EDC members will be: 1) Residents of the City of Pacifica; 2) Possess knowledge of business and/or local economic development; 3) Have a passion for the local community; and

WHEREAS, The EDC will be comprised of the City Manager or designee (Ex Officio, non-voting), at least one City Council member as liaison, and nine community members appointed by the City Council plus one non-voting, Ex-Officio member as designated by the Board of the Pacifica Chamber of Commerce.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Pacifica does hereby amend Resolution No. 27-2011 to revise the purpose and objectives of the Economic Development Committee as amended above.

Passed and adopted at a regular meeting of the City Council of the City of Pacifica on the 18th day of March, 2024 by the following vote of the members thereof:

AYES:
NOES:
ABSENT:
ABSTAIN:

Sue Vaterlaus, Mayor

ATTEST:

APPROVED AS TO FORM:

Sarah Coffey, City Clerk

Michelle Marchetta Kenyon, City Attorney

City of Pacifica
Economic Development Committee Workplan
FY2023-2024

1. Promote and market Pacifica to out-of-town visitors to drive tourism revenue.

- Attract visitors through creation and collaboration/sponsorship of events
- Partner with existing organizations (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with CDA to enhance EDC usage of digital platforms and increase traffic to social media sites (e.g.: Instagram, Twitter, Facebook)

2. Provide assistance and support to local businesses and the City of Pacifica.

- Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources.
- Conduct survey and data gathering to understand and address business's needs.
- Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
- Host workshops and other networking events (e.g.: expanding one's business, utilizing social media)

3. Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.

- Educate residents on the advantages of spending locally on goods and services
- Launch campaigns and events to build awareness and sense of community ○ Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

City of Pacifica
Economic Development Committee Workplan
FY2023-2024

Priorities Workplan Item #1: *Estimated Budget: \$5,000*

1. Organize Pacifica Music and Drink Festival featuring local artists and vendors.
2. Assist City in organizing future events to drive out-of-town visitors.

Priorities Workplan Item #2: *Estimated Budget: \$2,000*

1. Host at least 1 business seminar, networking event, roundtables that will add value back to the businesses and help them grow and to encourage business support.
 - a) Work closely with Amanda at Renaissance Center to launch events including creating marketing material, providing necessary resources and assistance
2. Advise and make recommendations to on updates on EDC & City Websites a. Create EDC webpage to include a commercial real estate listings and vacancy to attract new businesses and inform existing businesses who are interested in expanding.
 - a) Review the instruction/check list on business opening information and create simple-to-follow business opening information
3. Create and conduct survey of new businesses
4. Assist City with annual Job Fair

Program ideas for Workplan Item 3: *Estimated Budget: \$750*

1. Explore Shop Pacifica gift card giveaway with hotels and/or at events to increase awareness and encourage usage/redemption
2. Continue to assist and advise CDA & City on implementation of Shop Pacifica Campaign
 - o Tie Shop Pacifica Campaign messaging to how buying locally benefits the community.
 - o Provide insight on how sales taxes are generated and distributed.
 - o Use concrete examples i.e. • Support Senior Services and Youth Recreational Activities
 - o Keep Money in Pacifica to Fund Public Works Programs [Insert program here i.e fire, police, emergency services]
 - o Your Purchase Help Preserve & Maintain Local Parks & Beaches.
3. Assist with annual Pride festivities.