

# 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