

Minutes: Economic Development Committee Meeting, Jan 9, 2024, 6:00pm

Agenda: <https://www.cityofpacific.org/home/showpublisheddocument/17032>

Attendance

Committee Members: 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)

Administrative Business

- Proposed agenda change: add in review of the proposal memo to the BID. Unanimously approved.
- Approve updated agenda. Unanimously approved.
- Approve December 12th minutes. Unanimously approved.

Staff Communications

Alyssa Barranti - Shop Pacifica BOGO

- During holidays we did a BOGO promotion
- City put up \$2500 for the BOGO bonus cards, that sold out within a week, so then the city did a follow-up \$2500 this also sold out
- Over \$12k in cards were purchased by over 200 purchasers
- Bonus cards expire February 15th (money goes back to the city's account)
- MD: how much actually gets spent from the bonus cards, versus expiring?
 - AB: have to check, but over 50%
- MD: for business license renewals, you could show off the program and have people use ShopPacifica card to pay their fees, since the City is signed up as a business on ShopPacifica already. You could then incentivise them to sign up, and the city shows
- EO: it would be nice to have a Yifty representative to visit business or do a webinar so they could help answer questions for businesses

Tara Schiff - Creative Digital Agency Contract

- Contract to extend their agreement approved by city council last night (\$75k for one year, ability to extend to two years)
- They've been fantastic in their partnership with the city
- They have worked to help generate content that highlights Pacifica as a destination, including multiple recent articles
- ST: Brendan, have you taken a look at their presentation? Would love the opinion of someone with a tech background, especially around their social media ROI calculations
- TS: Given their ownership of promotions for ShopPacifica, Workation (\$45k in TOT income), etc, we can definitely see some clear value they have provided

Tara Schiff - Upcoming Blues and Brews Site Visit

- Visiting the site tomorrow with Tara, Alysssa, Bob (PB&R), Sean, Robert
- ST: Lauren cannot join because she's sick
- TS: I think we should move forward because of tight timelines to plan this event

Tara Schiff - Business Visitation Program

- Visited 97 businesses in all the main shopping districts so far!
- Continuing to do this every Thursday, meeting with Palmetto business group next week

Committee Communications

Blues and Brews Timeline/Itinerary

- RF: Next milestone is to submit the permit
- ST: If we choose the same location, permit should be roughly the same
 - May need to update a few of the diagrams that showed food/beer vendor placement
- ST: do we know the budget for this?
 - AB: \$5000 is earmarked from the EDC budget
 - ST: need to get Lauren spun up on this so she can drive the business sponsorships
 - ST: thinking of sponsorship levels in \$250 - \$1000 range
 - TS: would say to have key sponsors even higher at e.g. \$2500
 - TS: sponsors should bring their own banners
- TS: Bob has done this with City of San Mateo before, so he can bring his experience to this
- MD: how over budget was last year

- AB: Total cost was a little over \$7000
- ST: need to figure out which non-profit we'd want to work with
- LJ: Is the Palmetto business association 501c3 going to happen soon? That would seem like an ideal group.
- SB: Pacifica Environmental Family could help with this, it's one of the things they do to help organizations that aren't setup as a non-profit
- MD: I would go for a group that has a sense of what they would spend the money towards
- ST: ideally CDA can help market this, and get started earlier than last year
 - TS: spoke with them about extending their reach to further cities where visitors would need to travel further and are more likely to stay at a hotel in the city

Brendan - Proposal to take stewardship of <https://visitpacificacom>

- ST: unclear what the plan is for discoverpacificacom
 - BB: plan is to kill it as long as we can include our ideas in visit Pacifica.com
- TS: I will run this proposal by Yulia
- MB: I think this letter helps create a relationship with the BID, which is really necessary right now - the relationship has been strained

Website Flyer & Events Calendar

- LJ: Ed has created a Google Calendar of live events, classes, etc. that we can share from the website.
 - This flier that we intend to post around the city has a QR code that links to the website
- EO: this calendar is a bit of a mix of some classes and a lot of entertainment events.
- MD: thoughts on opening it up so anyone can add to the calendar?
- BB: we want some curation to start with
- LJ: Pacifica Tribune has a calendar that anyone can post to, but it's moderated
- EO: start slow, and if there are requests then businesses can email us
- EO: open question - at what point do we reach out to business owners to ask them to populate the calendar(s) themselves
 - MD: are we getting any traffic yet?

- LJ: no, it's just a demo site for the time being
- ST: I love what's going on with the website so far, but I think we should wait on the visitpacific / discoverpacific decision before we put our foot on the gas.
- LJ: would also like to integrate ShopPacifica in the future
- MD: why don't we post this in like 3 locations, and just see how many hits we get so that we have some data

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: reviewed LCLUP at city council meeting last night
 - This plan was started in 2009! Hoping to get ours certified this year
- SB: have updated our approach to have a series of 4+ meetings
 - We are trying to find common ground between the coastal commission marked-up version, and Pacifica's unanimously approved 2020 version
 - This needs to go up for review by coastal commissioners soon

Updates from Individual Committee Members:

- BB: spoke with Round Table in Linda Mar shopping center about hosting our February meeting in their event room, they were open to the idea but I need to go in to confirm, is everyone up for this?
 - Generally, yes

Potential Future Agenda Topics:

- ST: Would love to have someone from the BID come talk with us
 - TS: we're in the process of reorganization so it's not the right time, but in the future we could consider this
 - ST: maybe just someone from one of the hotels?
 - TS: there is a new GM at the Fairfield, and they might be good to invite
- LJ: Could we get CDA to join and talk about what they could do?