

Minutes: Economic Development Committee Meeting, March 12, 2024, 6:00pm

Agenda: <https://www.cityofpacifica.org/home/showpublisheddocument/17486>

Attendance

Committee Members: Greta Sieglock (GS), 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), Yulia Carter (YC)

Community:

Administrative Business

- Ed motion to approve agenda, Brendan second, unanimous approval
- Greta motion to approve February meeting minutes, Ed second, unanimous approval

Staff Communications

- TS: Attending ICSC international council of shopping centers soon
- TS: continuing business visitations

Committee Communications

Charter Amendment

- ST: last meeting we completed a questionnaire and discussed our answers
- TS: the current resolution is attached, Exhibit A summarizes the updated resolution based on our previous discussion
- EO: the phrasing of item (4) under the Duties section is specifically focused on development, but that may be too narrow since we may want to provide input on other economically impacting activities within the city

- **Action Item:** update the phrasing of Duties (4) to *The committee may be provided with additional opportunities to provide input on the economic impact of activities within the City.*
- MD: there's an inconsistency between the resolution and Exhibit A, the former says 2-year terms for chair and vice-chair while the latter says annually.
- No action needed, Exhibit A will be used to update the resolution
- Gretta motion, LJ second, unanimously approved

March 25th Study Session

- TS: city council would like to give EDC the opportunity to share our experiences, wants, and needs as members of this committee
- TS: need quorum, otherwise we cannot have the study session, will start right at 6pm-7pm

Committee Workplan Actions and Updates on Deliverables

- LJ: we got some useful data about ShopPacifica, started to analyze with EO & MD to find opportunities to improve
- LJ: spoke with Yifty CEO and community outreach person
 - They seemed very willing to help us, e.g. marketing or surveys
 - Asked what things worked really well for other cities
- LJ: some ideas may require more budget than the \$750 available to this subcommittee
- MD: want to use these funds to experiment with ideas and share the data back to the city so they can implement the successful ideas as larger programs with more funding
- **Action Item:** evaluate additional data then report back to EDC and the city with ideas for new ShopPacifica opportunities

Event Updates

- ST: for Blues & Brews bands have been selected
- TS: we're continually updating the Blues & Brews flier as we get details on the bands and the sponsors
- TS: PB&R office is on top of the event, they have secured the stage and are working on all of the other details

- **Action Item:** reach back out to businesses to give them an update and remind them of sponsorship opportunity
- ST: let's take a look at the budgets again to see how we're tracking
- TS: sent out application for non-profits that want to be involved (must have a Pacifica business license). Received 1 application from Pacificans Care. They already have an ABC license, insurance, and aprons they can use to pour beer.
- BB: For Pride planning things are going well. We have entertainment planned, reaching out to folks for tabling. For the parade, last year the total cost was over \$5k just to have the parade so this year we're trying to slim down that cost and to do that we're having a smaller blocked off area where people can walk around, but the main parade route is going to be vehicles only and they'll need to follow all normal traffic laws.

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: lots of discussion about LCLUP
- SB: updated the strategic plan
- YC: working on implementing a tracking system for strategic plan items and tasks