



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, January 11th, 2022, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94123660482>

CORONAVIRUS DISEASE (COVID-19) NOTICE

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF GOVERNMENT CODE SECTION 54953 (AS AMENDED BY AB 361) WHICH AUTHORIZES TELECONFERENCED MEETINGS UNDER THE BROWN ACT DURING CERTAIN PROCLAIMED STATES OF EMERGENCY. THE GOVERNOR OF CALIFORNIA PROCLAIMED A STATE OF EMERGENCY RELATED TO COVID-19 ON MARCH 4, 2020. THIS TELECONFERENCED MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT ESSENTIAL BUSINESS AND IS PERMITTED UNDER GOVERNMENT CODE SECTION 54953 IN ORDER TO PROTECT PUBLIC HEALTH AND SAFETY OF ATTENDEES.

Consistent with Government Code Section 54953, this City Committee Meeting will be held via teleconference only and will not be physically open to the public. Committee Members and staff will teleconference into the meeting by audio and/or video. The meeting will be conducted via Zoom.

Below is information on how the public may observe and participate in the meeting.

How to Join the Meeting:

- Join using Zoom meeting link: <https://zoom.us/j/94123660482>
(By Phone, dial-in to: 1-669-900-6833 and enter Webinar ID: 941 2366 0482)
- Contact Chief Financial Sustainability Officer Yulia Carter by email at ycarter@pacifica.gov for meeting access questions.

To Participate in the Meeting by Providing Public Comment:

- (1) **PRIOR TO THE MEETING:** By email to ycarter@pacifica.gov. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 1/11/2022 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words
- (2) **DURING THE MEETING:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Zoom access information is provided above. Use the "raise hand" feature (for those joining by phone, press *9 to "raise hand") during the public comment period for the agenda item you wish to address. You will be recognized to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at www.cityofpacifica.org for any updates.

CALL TO ORDER:

Roll Call:

- Members:** Matthew Dougherty (Chair), Daisy Fong, Archie Judan, Beth Lemke, Sean Thompson, Robert Foster, Debi Hirshlag, Nicholas Humann, Greta Sieglöck
- City Council Liaisons:** Sue Beckmeyer, Mike O'Neill
- Staff Liaison:** Yulia Carter

ADMINISTRATIVE BUSINESS (5 minutes):

- a. Introduction of new EDC Committee Members
- b. Approval of Order of Agenda

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 (15 minutes):

- a. Presentation by John Hutar, San Mateo County/Silicon Valley Convention & Visitors Bureau

STAFF COMMUNICATIONS (5 minutes):

- a. Update on economic development related items
 - Shop Pacifica update
 - Marketing Plan Contract with Creative Digital Agency

COMMITTEE COMMUNICATIONS (60 minutes):

- 1. Introduction to New Members, EDC Order, Decorum and Expectations**
 - Continue Introduction of tenured members to new members
 - Committee Assignments, Attendance and Expectations
- 2. Committee Workplan Actions and Updates**
 - Hear updates from workplan subcommittees and discuss next steps.
- 3. Follow-Up on Past Speakers/topics and new Committee assignments:**
 - North County Business Resource Center, Renaissance Entrepreneurship Center
 - Discuss leveraging/participating in joint events or programs with Half Moon Bay Chamber of Commerce
 - Palmetto and Sharp Park Sign Replacements
 - Outdoor Commercial Activities (Parklets) permanent policy guidelines

INFORMATIONAL ITEMS (5 minutes):

- 4. Update from Chamber of Commerce – Archie Judan**
 - BB Bingo Update

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

- 5. The Committee will discuss and determine potential future agenda items**

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

- 6. Updates from Committee Members**
- 7. Next Scheduled Meeting Date – February 9th, 2022.**

ADJOURNMENT

Notes:

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

