



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, February 8th, 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](mailto: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](mailto:ycarter@pacifica.gov). Comments submitted by email should adhere to the following:
  - Subject Line: "Public Comment – EDC Mtg 2/8/2022 [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](http://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:** Mayor Mary Bier, Sue Beckmeyer
- Staff Liaison:** Yulia Carter

**ADMINISTRATIVE BUSINESS (10 minutes):**

- a. Welcome New City Council Liaison – Mayor Mary Bier
- b. Approval of Order of Agenda
- c. Approval of Minutes from January 11th, 2022 meeting

**COMMUNITY COMMUNICATIONS (10 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):**

**STAFF COMMUNICATIONS (5 minutes):**

- a. Update on economic development-related items
  - Shop Pacifica Update
  - Marketing Plan Contract with Creative Digital Agency
  - Economic Development Opportunities Study RFP: To view the RFP click [here](#).

**COMMITTEE COMMUNICATIONS (60 minutes):**

**1. Committee Workplan Actions and Updates**

- Hear updates from workplan subcommittees and discuss next steps.

**2. 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
- San Mateo County / Silicon Valley Convention & Visitors Bureau

**INFORMATIONAL ITEMS (5 minutes):**

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

**POTENTIAL FUTURE AGENDA TOPICS (5 minutes)**

- 4. The Committee will discuss and determine potential future agenda items
  - Upcoming Event Planning and Opportunities (FogFest; Dog Surfing, etc.)

**ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)**

- 5. Updates from Council Liaisons
- 6. Updates from Committee Members
- 7. Next Scheduled Meeting Date – March 8<sup>th</sup>, 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.



**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE**  
**Tuesday, January 11, 2022, 6:00 p.m.**

CALL TO ORDER: 6:02 p.m.

**ROLL CALL**

- a. Members Present: Daisy Fong (chair), Sean Thompson (vice chair), Debi Hirshlag (secretary), Matthew Dougherty, Robert Foster, Archie Judan, Beth Lemke, Greta Sieglock
- b. Members Absent: Nicholas Humann
- c. City Council Liaisons Present: Sue Beckmeyer, Mike O'Neill
- d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti

**ADMINISTRATIVE BUSINESS**

**Approval of Order of Agenda**

- Chairperson Fong suggested moving the San Mateo County/Silicon Valley Convention & Visitors Bureau presentation to first position on the agenda. Approval of Order of Agenda with this change was moved to approve by Member Foster, Vice Chair Thompson seconded. Passed unanimously.

**PRESENTATIONS**

**San Mateo County/Silicon Valley Convention & Visitors Bureau**

- Included: John Hutar, CEO; Nova Maldonado, Community Outreach & Convention Services Manager; Andrew Roseman, Pacifica's representative on the Visitors Bureau and General Manager of the newly opening Fairfield Inn & Suites Pacifica
- John Hutar's presentation talked about the efforts the Bureau has been taking historically and during the pandemic to assist member businesses. He highlighted a large conference was successfully held locally last year, showing the San Mateo/Silicon Valley area can safely host large events again even as the pandemic continues. Councilmember O'Neil will set up a tour for John and team to educate them on possible event/meeting space available in Pacifica.
- The EDC expressed interest in learning more about the recently launched Unlimited Biking Program.
- Member Judan asked what John Hutar has seen as the most effective social media strategy. John said Facebook ads and Instagram.
- There was discussion on how the EDC can work with the San Mateo County/Silicon Valley Convention & Visitors Bureau going forward. Nova Maldonado will be the contact.

**COMMUNITY COMMUNICATIONS**

- Cindy Abbott let the Committee know that Sanchez Art Center's first show of 2022 opens Friday, January 21, from 7:00-9:00 p.m. The show will run through February 13 during normal opening hours – Friday, Saturday, Sunday 1:00-5:00 p.m. Additional opening hours can be requested by groups. Weather and successful planning permitting, Sanchez hopes to close this show on February 13 with a food truck and display of Art Cars.

## STAFF COMMUNICATIONS

- Yulia Carter introduced Alyssa Barranti, Management Analyst - Limited Term who will be working on Economic Development and Sustainability projects.
- Staff also provided brief updates on the Shop Pacifica Program and Marketing Plan contract with Creative Digital Agency.
- Yulia Carter reminded Committee members if they need Brown Act training to contact her.

## COMMITTEE COMMUNICATIONS

- Tenured members introduction to new members.
- Chairperson Fong reinforced expectations regarding the timely checking of and responding to EDC/City emails, and the importance of doing so to ensure there is a quorum for scheduled meetings.
- The Committee discussed the monthly meeting time and duration and decided to target a two-hour meeting unless there are needs for additional time that should be communicated in advance. The Chair and Vice Chair will work with Staff during agenda setting to meet these objectives.
- Vice Chair Thompson, for Committee 1, mentioned that their committee plans to restart posting on Instagram.
- Member Dougherty, for Committee 2, reached out to several small businesses in Pacifica which do not have a quality website and/or a Google listing. He pointed businesses to resources available to help with those important business items.
- Chairperson Fong mentioned that Amanda Anthony from the Renaissance Entrepreneurship Center was eager to work with this subcommittee on its mission. Member Hirshlag to set up a first call with Amanda to discuss partnering.
- Member Sieglock, for Committee 3, gave further update on the Shop Local Gift Card program. She emphasized the need to get more businesses to sign up. Member Lemke asked about getting hotels to participate by promoting the card on their site or to their guests.
- Committee 3 to provide Andrew Roseman, Fairfield Suites, with information on the Shop Local Gift Card program.
- Committee voted to move agenda item #3 (Follow-Up on Past Speakers/Topics and New Committee Assignments) to the next meeting.

## INFORMATIONAL ITEMS

- Member Judan directed the Committee to the Chamber of Commerce website to see updates/enhancements. Due to time constraints in this meeting, Chairperson Fong suggested the BB Bingo Update be tabled to a future meeting. This change was moved to approve by Member Judan, Member Foster seconded. Passed unanimously.
- Councilmember O'Neill let the committee know that he needs to step off as City Council Liaison due to a new conflict with EDC meeting times.
- Councilmember O'Neil encouraged EDC members to review the City's draft General Plan and Shark Park Specific Plan and submit their comments to the City by the due dates.

## POTENTIAL FUTURE AGENDA TOPICS

- Past Speakers/Topics and New Committee Assignments item rescheduled from the January 11, 2022 agenda
- Member Judan – BB Bingo update, rescheduled from the January 11, 2022 agenda
- Suggested by Member Sieglock – discussion of budget/strategy to better market Shop Local and the Shop Local Gift Card program

## ORAL COMMUNICATION FROM THE COMMITTEE

- Next scheduled meeting date – February 8, 2022, 6:00 p.m.

MEETING ADJOURED: 8:21 p.m.