



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, March 8, 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 11/9/2021 [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:** Daisy Fong (Chair), Sean Thompson, Debi Hirshlag, Matthew Dougherty, Robert Foster, Nicholas Humann, Archie Judan, Beth Lemke, Greta Sieglock
- City Council Liaisons:** Mayor Mary Bier, Sue Beckmeyer
- Staff Liaison:** Yulia Carter, Alyssa Barranti

## **ADMINISTRATIVE BUSINESS (10 minutes):**

- a. Approval of Order of Agenda
- b. Approval of Minutes from February 8, 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: N/A**

## **STAFF COMMUNICATIONS (30 minutes):**

- a. Update on economic development-related items
  - Pacifica Economic Development webpage update
  - Shop Pacifica update
  - Vision 2025/Marketing Update
  - Review remaining FY 2021-22 EDC Budget and FY 2022-23 Budget Request process

## **COMMITTEE COMMUNICATIONS (60 minutes):**

### **1. Committee Workplan Actions and Updates**

- Hear updates from workplan subcommittees and discuss next steps.
  - i. Subcommittee 1 – Promote and market Pacifica to Visitors
  - ii. Subcommittee 2 – Provide assistance to local businesses
  - iii. Subcommittee 3 – Promote local businesses to encourage residents to shop locally

### **2. Follow-Up on Past Speakers/topics and new Committee assignments:**

- 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 (10 minutes):**

3. Update from Chamber of Commerce – Archie Judan
  - Update on Dog Surfing event
  - Chamber newsletter takeaways

## **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 Individual Committee Members
7. Next Scheduled Meeting Date – April 12, 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 (EDC)  
Tuesday, February 8, 2022, 6:00 p.m.**

CALL TO ORDER: 6:04 p.m.

**ROLL CALL**

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

**ADMINISTRATIVE BUSINESS**

- Chairperson Fong requested a motion to approve the order of the agenda as presented. Member Hirshlag moved to approve; Member Sieglock seconded. All approved.
- Chairperson Fong requested a motion to approve the minutes of the January 11, 2022 EDC meeting. Vice-Chair Thompson moved to approve; Member Dougherty seconded. All approved.

**COMMUNITY COMMUNICATIONS**

- Cindy Abbott thanked the EDC and Council Member O'Neill for including the Sanchez Art Center on the tour done for the Silicon Valley/San Mateo County Convention and Visitors Bureau.

**STAFF COMMUNICATIONS**

- Yulia Carter provided an update on the Shop Pacifica program, including the Valentine's Day "buy one get one" promotion. Program statistics to date:
  - \$1,400 in gift card value has been sold
  - 14 total businesses are signed up to accept the gift cards, including the newest business – Travelers Surf Club
  - Fairfield Suites has decided it wants to be up and running for some time before joining the program
  - Breakers has not completed its sign-up but has indicated it will be joining as a business
- Yulia Carter reminded the EDC that she's finalizing the scope of work and contract for CDA to continue their work on shop local, workations, social media and the banner project.
- She further spoke about the Vision 2025 RFP that is out for responses.

**Follow-up/Action Items**

- Yulia Carter to share the CDA scope of work document prepared for City Council with the EDC
- Yulia Carter to provide link to Vision 2025 RFP to EDC. If members have any questions, direct them to her
- Member Judan to follow up with Breakers to help them finish their sign up for the Shop Pacifica program

## COMMITTEE COMMUNICATIONS

### **Subcommittee 1**

- Member Foster talked about their early discussions on something like a Jazz and Art Festival for Pacifica. Member Hirshlag commented about thinking creatively with something more unique to Pacifica – like Jazz and Crab or featuring local musicians – rather than doing something similar to other events in Northern California.
- This Subcommittee will be launching an Instagram site with the near-term goal of 2 posts.
- Subcommittee 1 includes Robert Foster, Nick Humann, Beth Lemke and Sean Thompson

#### Follow-up/Action Items

- Subcommittee 1 to update the EDC at the March meeting with more ideas on a Pacifica-based event, a rough timeline of steps, possible obstacles, etc. for members to provide input on

### **Subcommittee 2**

- Member Hirshlag reviewed the refocusing of objectives their subcommittee agreed on for near-term work. Other action items should time and budget allow were mentioned.
  - Development of a process and location where available commercial real estate in Pacifica can be listed; Create accompanying “local market information” document
  - Survey Pacifica-based businesses to determine their needs, wishes and pain points associated with doing business in our City
  - Launch a newsletter to communicate with and serve all Pacifica-based businesses
- Subcommittee 2 includes Matthew Dougherty, Debi Hirshlag and Archie Judan

#### Follow-up/Action Items

- Subcommittee 2 will determine if their new focused work areas can be accomplished in the City fiscal year, or will straddle this and next fiscal year
- Subcommittee 2, Yulia Carter and Alyssa Barranti to meet to talk about how to develop an accurate Pacifica-based business email list, and ideas on the survey/newsletter
- Council Member Beckmeyer asked Subcommittee 2 to meet with the owners of Perfect Pour to help with that business’ efforts in the community
- Member Hirshlag to research what, if anything, currently exists listing open Pacifica commercial real estate
- Subcommittee 2, in conjunction with Yulia Carter and Alyssa Barranti, will look at updating the City’s EDC web pages
- Subcommittee 2 will present a very rough outline on how a tourist-facing business directory might be created and displayed at key visitor points in town

### **Subcommittee 3**

- Member Sieglock, for Subcommittee 3, gave further update on the Shop Pacifica Gift Card program and said they were looking for a social media channel to further promote to businesses and consumers
- Subcommittee 3 includes Matthew Dougherty, Daisy Fong, Archie Judan and Greta Sieglock

### Follow-up/Action Items

- Chairperson Fong to again send out a presentation she helped create, outlining the benefits of shopping local, as a starting point for a possible social media campaign on the topic. She will add a review of it to March's meeting agenda
- Yulia Carter to share non-confidential sales tax reports with the Committee, with the caveat that they lag several months by the time they're available

### **Follow-Up on Past Speakers**

- Chairperson Fong led a discussion on follow ups from past presenters to the EDC.

### Follow-up/Action Items

- Member Hirshlag will continue to be the liaison between the EDC and Amanda Anthony/Renaissance Center
- With an introduction from Chairperson Fong, Member Foster will follow up with the Half Moon Bay Chamber of Commerce to see if there is a relationship that could benefit the EDC
- Member Foster will follow up with the Silicon Valley/San Mateo County Convention and Visitors Bureau's events and social media person to provide content and ensure the "brand voice" the EDC is seeking is preserved

### INFORMATIONAL ITEMS

- Member Judan gave an update on Beach Bites Bingo and stated that there was no activity; suggested there could be synergy with Shop Pacifica campaign

### Follow-up/Action Items

- Subcommittee 3 to work with Member Judan to see if any synergies are possible
- Member Judan to update EDC on status of World Dog Surfing Championships – go/no go

### POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Member Hirshlag pitched an idea around a possible blueprint/strawman for local businesses to take advantage of Pacifica events, even if they are not directly involved. Member Hirshlag to present a rough idea to see if others think this would be worthy of EDC member time
- Yulia Carter will present more on the Sales Tax report if EDC members have questions
- Chairperson Fong to review the original Shop Pacifica presentation
- Review of EDC budget – what is remaining for the fiscal year and what projects might it be spent against
- Chairperson Fong to follow up with Fog Fest's new President, James Crowe, about presenting at a future EDC meeting

### ORAL COMMUNICATION FROM THE COMMITTEE

- Mayor Bier encouraged the EDC to review and comment on the draft Environmental Impact Report (public comments due by 5pm on March 8) and the General Plan/Sharp Park Specific Plan (comments can be made up until the time the items are presented in City Council).
- Chairperson Fong shared more information about the Pacifica tour done for members of the Silicon Valley/San Mateo County Convention and Visitors Bureau, organized and led by Council Member O'Neill

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

*Follow-up/Action Items*

- NEEDS OWNER - Someone should create a list of available meeting space and share with the Bureau and post somewhere on the City website

MEETING ADJOURNED: 8:01 p.m.