



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, January 12, 2021, 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 THE GOVERNOR'S EXECUTIVE ORDER N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT AND PURSUANT TO THE ORDER OF THE HEALTH OFFICER OF SAN MATEO COUNTY DATED JUNE 17, 2020. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

Consistent with the above-referenced Orders, this City Committee Meeting will not be physically open to the public and Committee Members and staff will be video/teleconferencing into the meeting. To maximize public safety while still maintaining transparency and public access, members of the public can observe and participate in the meeting as detailed below.

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 City Manager Kevin Woodhouse by email at woodhousek@ci.pacifica.ca.us for meeting access questions.

To Participate in the Meeting by Providing Public Comment:

- (1) **PRIOR TO THE MEETING:** By email to woodhousek@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 1/12/2021 [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 for any updates.

CALL TO ORDER:

Roll Call:

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Beth Lemke, Tripp Marotto, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

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 – NONE.

STAFF COMMUNICATIONS (5 minutes):

1. Update re: COVID-19 response and other economic development related items

COMMITTEE COMMUNICATIONS (60 minutes):

2. *Committee Workplan:* Finalize changes to the workplan for 2021, Draft provided as Attachment 1, in preparation for City Council consideration for adoption on January 25, 2021.
3. *Banner Program:* Here a summary of the City of Pacifica Banner Program, status, and costs, and discuss ideas for how banners could help fulfill economic development workplan initiatives.

INFORMATIONAL ITEMS (5 minutes):

4. Update from Chamber of Commerce – Archie Judan

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 9, 2021

ADJOURNMENT

Notes:

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



EDC Workplan 2021

1. **Promote and market Pacifica to out-of-town visitors to drive tourism revenue** (*Archie, Beth, Sean*)
 - Strengthen Pacifica's Brand: Leverage Pacifica's natural beauty, geographic proximity, and other features.
 - Enhance EDC usage of digital platforms (e.g.: Instagram, Twitter, Facebook)
 - Attract visitors through creation and collaboration/sponsorship of events (e.g.: Drive In Movie Night)
 - Partner with existing organizations (e.g.: Chamber of Commerce, VisitPacifica.com, Fogfest, Pacific Beach Coalition, DogSurfing, Pacifica Historical Society, Sanchez Art Center, etc.)

2. **Provide assistance and support to local businesses and the City of Pacifica** (*Grace, Jim, Matt*)
 - Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources
 - Conduct survey and data gathering to understand and address businesses needs
 - Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
 - Host workshops and other events (e.g.: Covid19 Aid, expanding one's business, utilizing social media)
 - Support city-led initiatives and events (e.g.: Palmetto Street Scape Grand Opening)
 - Assist the Economic Development Program with recruitment of new businesses

3. **Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.** (*Archie, Daisy, Kathleen, Tripp*)
 - Educate residents on the advantages of spending locally on goods and services
 - Launch campaigns and events to build awareness and sense of community (ex: Spend Local; Eat Pacifica)
 - Include event sponsorship, collaboration, and creation
 - Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)
 - Work with Pacifica Chamber of Commerce and other groups on key initiatives to support businesses (e.g., Dine-in/Drive-In campaign, Fogfest)

Program ideas for Workplan Item 3:

a. Spend/Buy Local Campaign: Encourage residents to patronize local businesses and spend locally.

Create a graphic to utilize in the Spend/Buy local campaign to spread the word to support local businesses:

- Online version to be used on website, social media platforms
- Window clings/decal to add to storefronts/physical sites
- Eventually have a webpage with listing of retail shops/restaurants with special offer i.e. "coupon of the month"

Estimated Budget: \$1,250

- 6X9 window clings, quantity 250: \$750
- Graphic Designer: \$250 Can get a bid using Fiverr a freelance site for marketing
- Facebook Ads targeted to Pacifica residents: \$250

b. Leverage and have presence at key events such as FogFest, DogSurfing to promote Pacifica businesses to residents in attendance. This can be in partnership with sub-committee one to promote Pacifica to outside visitors.

Capture traffic to solicit businesses after the event ends or beyond:

- Distribute a goody bag with give-aways, special offers, coupons, list of businesses/restaurants, etc.
- Signage/Flyers, maps, etc displayed throughout the event venue with QR code/Website address driving residents to a web page listing businesses, special offers, discounts, events. i.e. Scan this QR code or visit website for special offers

Estimated Budget: \$1,500

c. Actively partner with subcommittee two to promote local businesses by creating and promoting seasonal events or series to residents. i.e. Sanchez Art Center, Pacifica SpinDrift, Longboard, etc.

Estimated Budget: \$500