



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, February 9, 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 2/9/2021 [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 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):

- a. Approval of Order of Agenda
- b. Approval of Minutes: Approve minutes (attached) for the following previous committee meetings – January 12, 2021; December 8, 2020; November 10, 2020; October 13, 2020; September 8, 2020; August 11, 2020; and April 14, 2020.

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):

Presentation from Marty Anaya, Pacific Coast Television

STAFF COMMUNICATIONS (5 minutes):

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

COMMITTEE COMMUNICATIONS (60 minutes):

2. Committee Workplan Actions and Updates:

- a. Hear updates from workplan subcommittees and discuss next steps;
- b. Hear a proposal and provide direction about a “Beach Bites Bingo” program from workplan subcommittee 3, a bingo contest to get residents to support local restaurants.

INFORMATIONAL ITEMS (5 minutes):

3. Update from Chamber of Commerce – Archie Judan

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

4. The Committee will discuss and determine potential future agenda items

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

5. Updates from Committee Members
6. Next Scheduled Meeting Date – March 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.





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, April 14, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/769333777>

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 MARCH 16, 2020 AND MARCH 31, 2020. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

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How to Join the Meeting:

- Join using Zoom meeting link: <https://zoom.us/j/769333777> (Meeting ID: 769-333-777)
- Contact Economic Development Manager Thomas Myers by email to myerst@ci.pacifica.ca.us or voice message to 650-738-7402 for a teleconference dial-in option.

How to Submit Public Comments:

There are 2 options for providing public comments.

- (1) **By EMAIL** to myerst@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 4/14/2020 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words
- (2) Use **Chat Feature** within the Zoom meeting to provide comments to City staff host Thomas Myers.

Electronic Comments received by email will be monitored during the meeting and read into the record at the appropriate time with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion.

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CALL TO ORDER: 6:02 PM

Roll Call:

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Samantha Hauser, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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Rosanne Foust, SAMCEDA President & CEO

rfoust@samceda.org

SAMCEDA joins EDC to offer tools and resources for SMB. The SAMCEDA website offers an e-newsletter one can sign up for and a current updates page with the most recent changes, business updates, and financial resources.

The 2nd PPP is in discussion to potentially include:

501c4 businesses (for example, SAMCEDA) left out lobbying aspect

501c6 businesses (chambers, convention visitors bureau)

San Mateo County Small Business grant fund will present to the county next Tuesday, there will be a marketing push, and an online portal will open to apply through San Mateo Credit Union. As long as it's open, businesses should apply so there can be a better understanding of how deep the financial need goes. Results will be communicated to inform policy makers. Focus is on the following:

1 – 10 employees

Under \$2.5 MM Gross Receipts

Demonstrated loss of 25%

Designed for those who after you pay yourself, any rent, and insurance your net revenue is under \$100K

Other funding designed for specific places like childcare, 501c3 charitable nonprofits, and individual contractors

Is it better to apply with a big or small bank?

Big banks are having hiccups, Wells Fargo has had challenges. If a business is a client or not, businesses have found success with Walnut Bank. PayPal Intuit Quicken platforms are offering the loan application. Paycheck Protection Program is designed to go through June 30th may be extended up to 30%.

Would be helpful to send Roseanne any questions and she will route to Julie Klaus the SF SBA director. She recommends we communicate to small businesses and in as many ways as possible.

PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (80 minutes):

1. COVID-19 Response
 - a. Tools/Resources Available to Small Businesses
 - b. Committee support and direct assistance to Small Businesses
 - c. Supporting Local Restaurants
 - d. Websites for Currently Operating Pacifica Businesses

INFORMATIONAL ITEMS (5 minutes):

2. Update from Chamber of Commerce regarding COVID-19 Response – Archie Judan

BID members met.

Visitpacificacom domain will be revamped

Chamber administration meeting soon to see how it can stay afloat at this time

STAFF COMMUNICATIONS (5 minutes):

3. COVID-19 Response Information

Thomas leaving near the end of April and Lorenzo will take on EDC.

A moratorium was approved unanimously last night at Council to restrict any commercial evictions during the pandemic. The moratorium states that through to May 31st, if a business can't pay rent and is impacted by Covid, then they will have a 90-day period after the emergency is over to pay back rent.

POTENTIAL FUTURE AGENDA TOPICS (0 minutes)

4. Welcome Committee for New Businesses and Increasing Awareness of EDC among Businesses – post-COVID-19 Response

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

5. Updates from Committee Members re COVID-19
6. Next Scheduled Meeting Date – to be determined

ADJOURNMENT 8:32 PM

Notes:

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





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, August 11, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/93677663390>

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.

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(By Phone, dial-in to: 1-669-900-6833 and enter Webinar ID: 936 7766 3390)
- Contact Assistant City Manager / Acting Economic Development Manager Lorenzo Hines, Jr. by email to lhines@ci.pacifica.ca.us for meeting access questions.

How to Submit Public Comments:

There are 2 options for providing public comments.

- (1) **By EMAIL** to lhines@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 8/11/2020 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words
- (2) Use **Q&A Feature** within the Zoom meeting to provide comments to City staff host Lorenzo Hines.

Electronic Comments received by email will be monitored during the meeting and read into the record at the appropriate time with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion.

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CALL TO ORDER: *TIME NOT NOTED*

Roll Call:

- a. Members: Matthew Dougherty, Daisy Fong, Lyssa Grimaldo, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Lorenzo Hines, Jr.

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Passed unanimously

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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none

PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (80 minutes):

1. COVID-19 Response Updates
 - a. Tools/Resources Available to Small Businesses
 - b. Committee support and direct assistance to Small Businesses
 - c. Supporting Local Restaurants
 - d. Websites for Currently Operating Pacifica Businesses

Council approved an extension of the emergency commercial business eviction moratorium through the end of September.

Outreach that has been going on and will happen will be included in the city manager's letter. The city will also communicate to the chamber, through social media, commercial property managers that manage business locations, and to some specific landlords throughout the city. We should also do outreach as the EDC.

INFORMATIONAL ITEMS (5 minutes):

Update from Chamber of Commerce – Archie Judan

Phase 1 complete of the VisitPacifica.com website refresh. <https://visitpacifica.com/food-drink>. Using the most popular search keywords, introducing Pacifica Business Districts, crabbing, fishing, etc. Phase 2 will be to market the website and create awareness.

Fog Fest will likely not happen

1st Drive-in movie planned this weekend in Half Moon Bay

Chamber just printed the business directory and will be delivered to homes in the next month or so

STAFF COMMUNICATIONS (5 minutes):

2. COVID-19 Response Information

POTENTIAL FUTURE AGENDA TOPICS (0 minutes)

3. Welcome Committee for New Businesses and Increasing Awareness of EDC among Businesses – post-COVID-19 Response

Sharp Park Specific Plan

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

4. Updates from Committee Members re COVID-19

Sue – The EDC is recruiting new members and Sue asked the committee for any advice on what the committee is missing and what would be helpful to round out the committee. Discussed skills include the restaurant industry, a local business owner, tech skills, web development/SEO, event planning, Lions Club, Rotary Club, Parents club, Pacifica resource center. As of the next EDC meeting, interviews will be completed, but new members will not have been voted on.

“Be a hero, Wear a Mask” wear a mask campaign.

Mike - concerned about commercial business vacancies, there will be a noise monitoring system for airplane noise installed for 6 months, 45k jobs at the airport 75% furloughed and 90% of the flights have been cancelled.

Sean - would love to see more eating outside and hoping this trend continues after pandemic.

*question on parks?
designated seating not outdoor dining
food carts at beach*

Archie mentioned the potential to close specific streets, Lorenzo mentioned that because the City doesn't have a central downtown, it complicates it. Street closures should benefit the most folks as possible, we don't have a cluster of restaurants.

Archie tasked to reach out to the Manor businesses and then Mike suggested we talk to Seaview Tire & Brake who has the contact information for the parking lot business owners.

Mike suggested an idea of Pub in the Park can work and be successful during the pandemic. Piccolotti field could be a location for a combined restaurant pick up station, however the State is preventing gatherings so more to find out if this is doable or not

Archie is attending the Sharp Park Specific Plan meeting coming up.

5. Next Scheduled Meeting Date – September 8, 2020

ADJOURNMENT *TIME NOT NOTED*

Notes:

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CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, September 8, 2020, 6:00 PM

Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/769333777>

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How to Submit Public Comments:

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CALL TO ORDER: *TIME NOT NOTED*

Roll Call:

- a. Members: Matthew Dougherty (Chair), Daisy Fong, Archie Judan, 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

Archie motioned, Grace 2nd, passed unanimously

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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none

PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (60 minutes):

1. Committee workplan items status (FY2019-20 workplan attached)
 - a. Status of small business and restaurant assistance activities and resources during COVID-19;
 - b. Confirm tasks and timeline for Committee focus for September to December 2020.

Subcommittee 1 also can work on Sharp Park Specific Plan, Zoning, recent consultant's work Temporary reassignment for subcommittee (can work offline and develop stuff to address next meeting), send Kevin goals for respective subcommittee, the committee will wait until the rest of the committee is on-boarded to go through the refocused workplan and any budget adjustments. Kevin will look at what sort of information is available to the so the committee can begin reach out

Ideas: Double down on digital efforts, social, google my business with handout, how to maintain a business in Pacifica, small business classes, shop local window clings, distancing posters, utilizing Discover Pacifica Instagram, assemble fact sheets, a small biz assistance email and/or letter

INFORMATIONAL ITEMS (5 minutes):

2. Update from Chamber of Commerce – Archie Judan

Taste of Pacifica marketplace at Piccolotti field or a drive through in Rockaway, see how many are interested, stagger reservations time, all restaurants in one spot are you interested in participating in this outdoor event at no cost to you, different businesses would sell food.

STAFF COMMUNICATIONS (5 minutes):

3. Update re: COVID-19 responses and Outdoor Commercial Activities

County Public Safety issues have been surrounding the fires in the state.

There have been 14 applications for outdoor dining so far:

Approved: Luigi's, Moonraker, Devil's Slide Tap Room, The Grape in the Fog, Spindrift, La Playa, Puerto 27, a kickboxing location, Guerrero's, Grand Hot Pot, Sanchez Art Center

Pending: Winters

Inquired: Breakers, Ocean Yoga, Goodfellas Pizza

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

4. Welcome Committee for New Businesses and Increasing Awareness of EDC among businesses – post-COVID-19 Response

Parking and traffic

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

5. Updates from Committee Members re COVID-19
6. Next Scheduled Meeting Date – October 13, 2020

ADJOURNMENT 7:51pm

Notes:

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





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, October 13, 2020, 6:00 PM

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

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How to Submit Public Comments:

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- (1) **By EMAIL** to woodhousek@ci.pacifica.ca.us. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 10/13/2020 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words

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CALL TO ORDER: 6:06 PM

Roll Call:

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Farzad Saidy, Grace Sobieski, Sean Thompson

Also in attendance Beth Lemke and Tripp Marotto who are not official members just yet

- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

*Grace motioned to approve, Archie 2nd, passed unanimously
Welcome to new Committee members Kathleen Courtney and Jim Heldberg*

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (60 minutes):

1. Sub-committee work/updates re: Committee workplan revisions.
2. Movie Night Special Event, Committee role, City/Committee Sponsorship;

*Committee discussion around movie nights along the coast and potential benefit for our local residents and businesses, 150 cards attended the Half Moon Bay event, well attended
Matthew motioned, Archie 2nd to contribute \$1,000 to sponsor a movie night in Pacifica
Committee members
voting yes: Matthew, Archie, Farzad, Sean, Kathleen, and Grace
voting no: Jim
Abstaining: Daisy*

In exchange for the sponsorship, EDC can promote visitpacificacom which includes a list of our hotels, things to do, and a list of businesses to support in town. The logo and website will be displayed at the event and on a small postcard in the take home bags given to each attendee

3. "Shop Pacifica" workplan item and outreach to businesses (especially restaurants);
4. Pacifica Restaurants special event

Dine Pacifica is a tentative mid-November event where customers can drive up to a location and purchase or pickup prepaid meals from a variety of local restaurants, menus can change each night, potential locations include the back parking lot of the senior center or the community center parking lot

INFORMATIONAL ITEMS (5 minutes):

5. Update from Chamber of Commerce – Archie Judan

Business Directory has been printed and will be headed to mail

STAFF COMMUNICATIONS (5 minutes):

6. Update re: COVID-19 response:

- a. Reopening status
The City of Pacifica is working on reopening playgrounds

- b. Outdoor Commercial Activities
The list of outdoor business permits are over 15

- c. San Mateo County Window Clings
window clings that read "All of Us"

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

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

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

- 8. Updates from Committee Members re COVID-19
- 9. Next Scheduled Meeting Date – November 10, 2020

ADJOURNMENT 9:02 PM

Notes:

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DRAFT

To: Economic Development Committee

From: Mike O'Neill and Sue Beckmeyer

October 13, 2020 Meeting

Re: Drive In Movie Concept.

Attached please find a PDF describing the recent Drive In Movie in HMB. The person who organized this, Julie Mell, has arrangements to do the same thing at Sea Bowl on October 20.

I have also attached the information from the Planning Department regarding Special event Permits.

This information is relevant for most items we discuss including the Restaurant Drive Thru Event.

DRAFT

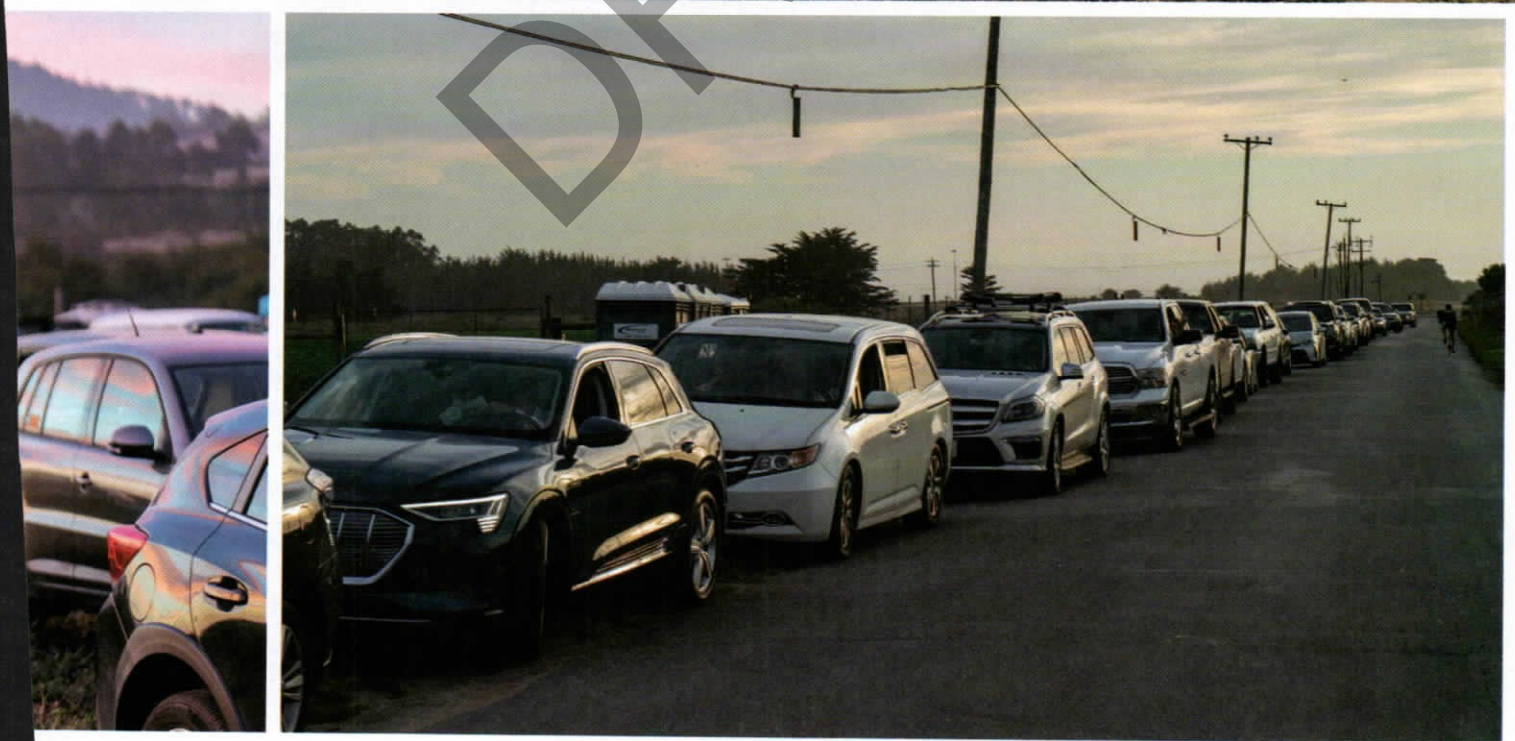
pop-up

DRIVE-IN
COASTSIDERS FLOCK TO

COASTSIDERS FLOCK MOVIE UNDER THE SI







goers lined up on Higgins Canyon Road in anticipation of an outdoor, drive-in event featuring the flick "Chasing Mavericks."

DRAFT

As if not wanting to be upstaged, Mother Nature treated moviegoers to a spectacular sunset as the first act of the evening.

"I am so touched " Mell said. the shadows across the field got longer and the sound of the fog horn came in clear, Bob Marley rang through the hills as the sun set, setting the inflatable screen as large as the Johnston House itself ablaze with light.

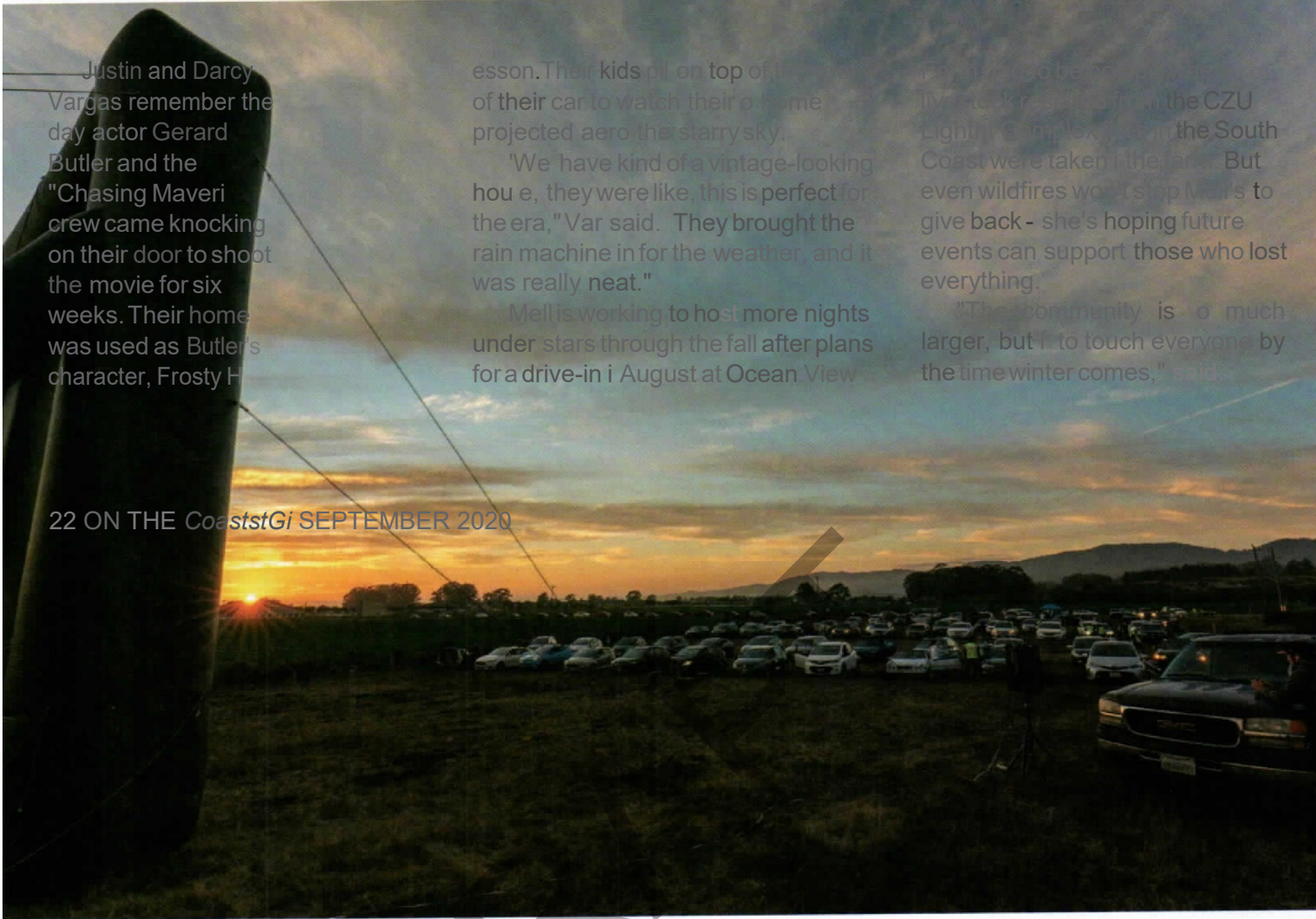
Mell's daughter McKenzie was supposed to go to Hawaii that week but stayed to support her instead, leading a round of applause for her mom every time she walked by. Mell's husband and her father were there to lend support too.

"I am so proud of her," McKenzie Mell said.

At the concession stand, moviegoers picked up popcorn Redvines and treats from local baker Fishwife Sweets. Even a local dog named Maverick made an appearance.

Residents shared old stories of drive-in movie to remember -ome recalling the hot date, the horror movie or the peppermint Schnapps.

"It's been since I was a kid," Half Moon Bay resident Julie Graff said. "... We are awfully terrified. It was terrifying."



Justin and Darcy Vargas remember the day actor Gerard Butler and the "Chasing Mavericks" crew came knocking on their door to shoot the movie for six weeks. Their home was used as Butler's character, Frosty H

esson. Their kids pile on top of the roof of their car to watch their home projected aro the starry sky.

"We have kind of a vintage-looking house, they were like, this is perfect for the era," Var said. They brought the rain machine in for the weather, and it was really neat."

Mell is working to host more nights under stars through the fall after plans for a drive-in i August at Ocean View

They have to be on the way to the CZU Light Complex, but the South Coast were taken in the park. But even wildfires won't stop locals to give back - she's hoping future events can support those who lost everything.

"The community is so much larger, but I'd like to touch everyone by the time winter comes," said

22 ON THE CoaststGi SEPTEMBER 2020

DK



in inflatable screen was set up on the field in front of the historic building for a pop-up drive-in event in August.

LIGHTS, CAMERA,

Keep an eye on beachbreakentertainment.com for more drive-in experiences.

ACTION



Attachment 1

STERLING
Court

Making a Move?

Have you been considering a change in lifestyle?

What if you could... The mm forls-' home a
COffllUily designed espec:ially fol iidep!llllm] seniors?
At Sterling (cut we provide al the thilgs on your wish la

Call us to learn more!

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BRACES BY DR. STASUN

Named "Best Orthodontist" in Half Moon Bay

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50|50 SHOW

50 artists created
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50 days

September 18-October 11, 2020

Opening Weekend Fundraiser- Fri, Sept 18-Sun. Sept 20
Tickets on www.Eventbrite.com

After opening weekend, visit Thurs-Sun by appointment only
Reserve your time at www.SanchezArtCenter.10to8.com











Sanchez Center

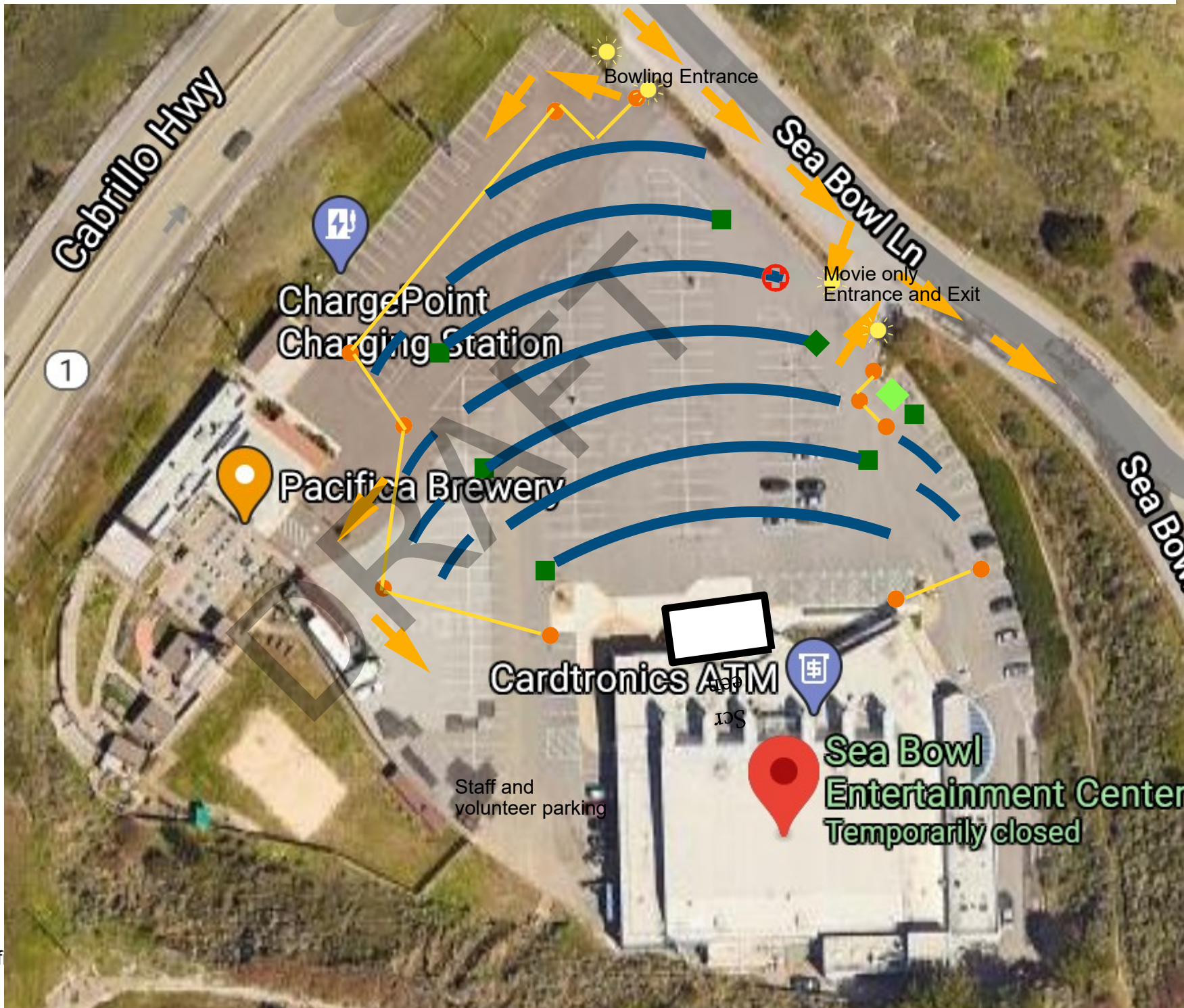
www.SanchezArtCenter.org
1220 Linda Mar Blvd. Pacifica, CA 94044

Safety protocols for the health and well-being of our guests, volunteers, and staff include face masks, physical distancing, and limited numbers of people in the galleries. Visit our website for more information.



ON THE Coastside SEPTEMBER 2020 ? .!

-  Caution
-  Cones
-  Indoor facilities use
-  Concession
-  Enter/Exit
-  Screen
-  Medic
-  Parking - approx only
-  Garbage
-  Exit lights



All events held on Private Property, Public Property, or Public Right-of-Way

- One of two permits from the Planning Dept., depending on nature of event:

Temporary Commercial Promotional Event (see PMC for qualifying events) – Sec. 9-4.2302(a)

- \$666 deposit with the Planning Department
- Application must be submitted at least 30 days prior to event (consider possibility of an appeal and submit as early as possible)
- Limited to C-zoned sites
- Notice of approval mailed to residents/property owners surrounding event location, 10-day appeal period to Planning Commission
- Qualifying events include: Sidewalk sales lasting more than three (3) days, flea markets, rummage sales, festivals, bazaars, or other similar temporary activities not lasting more than two (2) weeks, the primary purpose of which is to promote proposed or existing businesses, may be established on public or private property within any C District.

Temporary Use Permit (TUP) – Sec. 9-4.2305 PMC (for all other temporary events not qualifying under PMC Sec. 9-4.2303(a))

- A TUP allows for uses to be permitted for a period of up to 6 months on a specific privately owned site (may occur intermittently within 6-month overall time limit)
- \$3,000 deposit for processing through the Planning Department
- Takes anywhere between 2-5 months to process (depends highly on applicant's timeliness in getting materials submitted for a complete application)
- Public hearing at Planning Commission or Zoning Administrator required (10-day appeal period to City Council or Planning Commission, depending on initial approval).
- Per PMC Sec. 9-4.4303, a CDP may also be required and could potentially be appealable to the California Coastal Commission depending on the location of the event, unless the event falls within limitations for PMC Sec. 9-4.2302(a) qualifying events or within the exclusions outlined in Sec. 9-4.4303(i)(6)

Events held in the Public Right-of-Way, Additional Permitting Requirements

- One of the following approvals from Public Works or Police Departments depending on event location:

Special Event Permit (events held in non-residential areas)

- \$222 processing fee through the Public Works Department
- Takes a few days to process

Block Party (events held in residential areas)

- \$58 processing fee through the Police Department (coordination with Public Works for approval of closing off streets)
- Takes about a week to process

Events held on Public Property (outside public right-of-way):

One of the following approvals from PB&R Department:

Parks

- \$75 or \$225 processing fee depending on park through Parks Beach & Recreation in addition to Public Works time for putting out and taking down barricades (3-hour x 2 staff, for example)
- Takes about 2 weeks to process

Beaches

- Closing down beach parking lots would not be possible
- Speak with PB&R Director Mike Perez

City Parking Lots

- Charge full daily rate for each parking spot on the subject City lot (88 spaces x \$9 per day as an example for Crespi lot) in addition to Public Works time for putting out and taking down barricades (3-hour x 2 guys, for example)
 - Can be applied for any City owned lot throughout Pacifica except for beach parking lots
- Takes about 2 weeks to process

Additional Notes:

- A single event may require one or more permits/approvals in the categories indicated above
- If food will be served, please contact the County Environmental Health Department
- If the event will have tents, the Fire Department will need to be contacted for separation requirements (Deputy Chief Barry Biermann bbiermann@northcountyfire.org)
- If alcohol will be served, State ABC licensing is required (PD will be contacted as well)

To: Economic Development Committee
From: Mike O'Neill
Date: October 13, 2020
Subject: Budget Allocation

I wanted to provide some background to a discussion about using some of the \$7,000.00 budget for achieving some goals of the EDC.

We have discussed in the past a "Shop Pacifica Campaign". One of the biggest challenges we have is the lack of organized data to solicit the local businesses to develop a database for efficiency. I have been in contact with Carol Camancho, who recently worked for the Chamber of Commerce. At the present time Carol helps the Chamber with the Constant Contact Email they do to their list which number approximately 500 people.

What I am proposing and would like to discuss is the following tasks.

The City is currently having businesses renew their business license. The business owner can at this time renew online which would encourage the business giving us their Email.

I have approached Carol to take the business license information and sort the information into categories that we will be able to use to do Email blasts to the various business.

For example, Carol would put all restaurants in one category with a subcategory of cuisine/type as well as location such as Manor, Linda Mar, Eureka Square etc. She would be able to do this for various stores and other businesses as well.

Once the data is collected Carol would also set up a Constant Contact or something like do a weekly Email for the restaurants to offer ads, discounts, specials etc. I would propose that the City set this up initially then maybe have it turned over to the Chamber if they wish.

Carol has offered to do this work for approx. \$500.00. If we wish her to do the weekly Emails that would need to be billed and done separately.

As members of the EDC we would each need to solicit the local restaurants to see if they wish to participate in the Email newsletter. At this point I would suggest it be free until the end of COVID. If the Chamber takes it over, they will have charge as they see fit.

What will be discussed is the concept and voting on the money being allocated. We will also need a couple of members to advise Carol and give input. She estimated it would be about a month to complete.

DRAFT



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, November 10, 2020, 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 11/10/2020 [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 (absent)~~, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, ~~Mike O'Neill (absent)~~
- c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Welcome to new Committee members Beth Lemke and Tripp Marotto

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.

COMMITTEE COMMUNICATIONS (60 minutes):

1. Committee workplan draft revisions for 2021 (draft to be presented at the meeting);

Discussed workplan revisions and Daisy, Sean, and Matthew to finalize and bring draft to be approved at the next meeting; Subcommittees to meet by next meeting to discuss any changes to the draft workplan, tasks the subcommittee can take on following the workplan goals, and how a budget can be utilized for their subcommittee.

Subcommittee 1: Archie, Beth, Sean

Subcommittee 2: Grace, Jim, Matt

Subcommittee 3: Archie, Daisy, Kathleen

Tripp to soon be added to one of the above.

2. Status of Pacifica business database information;

Daisy discussed to the committee her findings with the current database.

3. Debrief re: Movie Night Special Event;

Successful event; Kathleen, Archie, and Sue attended; cards with EDC details were added to the program and details displayed on screen; 8-10 businesses included coupons in the program; Subcommittee #2 will reach out to businesses and see if the coupons were redeemed.

4. Pacifica Restaurants special event.

Archie informed committee that there would be a zoom call tomorrow 11/11 at 10am to discuss next steps and for any EDC members to join if interested. Daisy, Kathleen, and Matt expressed interest.

INFORMATIONAL ITEMS (5 minutes):

5. Update from Chamber of Commerce – Archie Judan

The History Channel, American Pickers show is looking for collectors in town for an upcoming recording of the show.

STAFF COMMUNICATIONS (5 minutes):

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

Holiday travel County guidelines announced; Some areas of the County are regressing. Interviewing for

a Chief Financial and Sustainability Officer role (hybrid Assistant City Manager and Economic Development Manager); Sharp Park Specific Plan meeting next Tuesday at 6pm, Zoom council asked for more visibility; a new RFP will begin for the 2212 Beach Blvd potential hotel site once TOT is finalized.

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

7. The Committee will discuss and determine potential future agenda items

Jim discussed potential ideas such as a business incubator in Pacifica, improvements surrounding City Hall, a monthly Seaside Celebrations events program, and possible revenue opportunities

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

8. Updates from Committee Members
9. Next Scheduled Meeting Date – December 8, 2020

ADJOURNMENT 8:20 PM

Notes:

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

DRAFT





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, December 8, 2020, 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.

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- 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 12/8/2020 [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: 6:05 PM

Roll Call:

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

c. Staff Liaison: Kevin Woodhouse

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Beth motioned, Archie 2nd, passed unanimously

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.

Cindy Abbott present

PRESENTATIONS – NONE.

COMMITTEE COMMUNICATIONS (60 minutes):

1. *Committee Workplan:* Finalize changes to the workplan, Draft Final provided as Attachment 1, in preparation for City Council consideration for adoption in January 2021.

*Discussion around changes to the committee's workplan
Any changes need to be sent to Kevin the Wednesday before the next meeting*

2. *Economic Development Vision Ideas Submittal:* Review Committee Member Heldberg's economic development vision ideas, provided as Attachment 2, discuss as needed, and determine if the Committee would like to pursue aspects of these ideas that fit the Committee's objectives, workplan and resources.
3. *Pacifica Restaurants special event:* Receive an update from the subcommittee regarding planning for a special event to promote Pacifica restaurants.

Many restaurants might not be able to afford putting staff resources in another area for this event, the subcommittee is working on updating who's open so an email can be sent to the schools

4. *Committee Promotion:* Councilmember O'Neill requested the Committee begin consideration of ways to promote in 2021 the purpose and existence of the Committee to Pacifica businesses.

What do biz want? Parklets? Pub in the Park?

Drive-in movie 12/15 Sponsors include Round Table, Fog City Pets, Pacifica Playschool, Margarita Bar, Rock n' Rob's, a gallery in Rockaway, 751 designs, Kizler Coffee, Pedro Point Brewery, Bucknaked, Oceanside Healing, Sea Bowl

INFORMATIONAL ITEMS (5 minutes):

5. Update from Chamber of Commerce – Archie Judan

STAFF COMMUNICATIONS (5 minutes):

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

Sue suggested to move the agenda item “Staff Communications” following “Presentations” Archie motioned, Kathleen 2nd, passed unanimously

Kevin is about done with the job description for the new open position, During the 2nd week of January should be interviews and Kevin will send the job description out to the committee. Pacifica has regressed to purple tier, San Mateo County has chosen not to voluntarily lock down like other counties, ICU capacity is not necessarily the number of beds, it's also staff time too.

Last city council meeting to reprioritize quarry site, city wide specific planning process

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

6. The Committee will discuss and determine potential future agenda items

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

7. Updates from Committee Members
8. Next Scheduled Meeting Date – January 12, 2021

ADJOURNMENT *TIME NOT NOTED*

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

DRAFT



EDC Workplan FY2020-21

1. Promote and market Pacifica to out-of-town Visitors to drive tourism revenue

- Strengthen Pacifica's Brand: Leverage Pacifica's natural beauty, geographic proximity, and other features.
- ~~Create and utilize~~ Enhance EDC usage of digital platforms ~~managed by the EDC~~ (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

- 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.

- Educate residents on the advantages of shoppingspending-locally on goods and services (~~ex: money spent = tax revenue for city services~~)
- Launch campaigns and events to build awareness and sense of community (ex: Shop Spend Local; Eat Pacifica)
 - Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect ~~to~~ 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)



Memorandum

Office of the City Manager

TO: Economic Development Committee

FROM: Kevin S. Woodhouse, City Manager **DATE:**

December 4, 2020

SUBJECT: Review of Economic Development Vision Ideas Submitted by Committee Member Heldberg

At the November Committee meeting, Member Heldberg introduced to the Committee numerous economic development vision ideas, in response to Chair Dougherty's invitation for members to submit ideas. The Committee requested that the written submittals of Member Heldberg's ideas (attached) be agendaized for review and discussion at the next Committee meeting.

While there are many aspects of the submitted ideas that relate to current City Council Priorities and are being worked on by the City under the City Council's policy direction, the Committee may wish to review and discuss particular components of Member Heldberg's ideas that are aligned with the Committee's workplan and are manageable actions for the Committee to undertake. To facilitate the discussion at the meeting, I, along with Mayor Pro Tem Beckmeyer and Councilmember O'Neill, can explain how aspects of these ideas relate to current Council Priorities underway.

Economic Development Vision

By Jim Heldberg, 650-355-8655
Silicon Segway, Rockaway
Beach

Pacifica is one of the world's most beautiful cities. Fortunately, Pacificans are passionate about our city's goals and growth. We have great opportunities to prosper and to share the beauty.

Our EDC should plan now and for the future. We should think both small and large. We should welcome input from our residents, but we need to lead the way with creative ideas and solid plans.

At little to no expense, we can:

- Hold events to make better use of our existing features -- our pier-promenade, beaches, parks, trails, history, skateboard park, sports, restaurants, art and music centers, shopping centers, architecture and more.
- Promote our diverse neighborhoods and their unique shopping centers.
- Work with Skyline College and the Golf Course to co-promote events.
- Play a larger role in Silicon Valley's success, by inviting businesses to locate here. Empty office space and storefronts are ready.

Pacifica's founders had a vision when they united a few neighborhoods into a new city. But our neighborhoods are still searching for that city. Pacifica has no center. We need a shared center of culture and commerce, of recreation and education, as recommended by the June2013 Report.

I want RESULTS, not blue-sky ideas. I want to measure our results by revenue generation. We need quick results to produce quick revenue, and long-range results to produce long-range revenue. We can use the June2013 Report as a guide for both.

ENVIRONMENTAL RESEARCH CENTER

Proposal, October 2019

by Jim Heldberg

PROPOSAL:

Partner with a Bay Area university to develop an Environmental Research Center, to promote environmental issues locally and worldwide.

Possible location in the quarry, as “anchor tenant” for other development.

HISTORY:

Pacifica has a real estate jewel, but can't agree on what to do with it.

In the 1780s, the Spanish mined a rocky hill next to the Pacifica Ocean to build Mission Dolores and other sites. The Quarry was closed in 1988.

Hundreds of ideas have been suggested for quarry use. Many were included in a study by a city-sponsored citizen's advisory committee in the early 1990s. Several developers have created proposals, but all were rejected by Pacifica voters, mostly for environmental reasons.

The quarry awaits a new, acceptable, environmentally correct use.

SITE BENEFITS:

The Quarry has an unusual collection of environmental features in a small space, convenient for environmental research -- a large beach, wetlands, forested hills, a creek, trails, and ocean views.

Great White Sharks and Mountain Lions both live nearby. Eagles, Coyotes, Deer, Foxes and Red-winged Blackbirds visit. The creek has 2 endangered species: the San Francisco Garter Snake and the Red-Legged Frog. The Quarry is on the Pacific Flyway, used by migrating birds and butterfly species. The Farallon National Ocean Wildlife Refuge is right offshore.

Environmentalists can study climate change effects on oceans and local forests.

Oceanographers can study sea level rise and shore erosion, desalination and more.

Biologists can study species on land and sea. Invasive and endangered species, seabird populations and whale migrations are a few examples.

Geologists can study the San Andreas Fault a few blocks away. Years of quarry work have exposed layers of rock, ready for more study.

Adjacent to the property is a high-tech water treatment plant, powered by environmentally-safe solar panels, and the large, new Mori Point Park, owned by the Golden Gate National Recreation Area.

Conveniently for researchers and visiting experts, the hotel and restaurant district is next door at Rockaway Beach.

DEMOGRAPHICS AS AN ASSET:

Pacifica has many environmental activists, organized to protect the beaches, hills, trails, plants, animals, and more. They organized to defeat

previous quarry proposals to build hundreds of houses. Activist Pacificans turned them down, to protect this valuable area.

Pacifica residents are now more receptive to environmentally responsible land uses. They may support an Environmental Research Center, and become activists for, not against, its acceptance.

ELEMENTS OF DEVELOPMENT:

An Environmental Research Center, operated by a Bay Area university, could be the centerpiece of Pacifica life and development. It might include classrooms, laboratories, theatre, auditorium, and library. Studies could include:

- Wildlife interactions
- Shark predation
- Migration of whales, seabirds and others
- Endangered species stability
- Atmospheric and ocean warming
- Drought research & defense
- Sea-level rise & tsunami defense
- Coastal erosion
- Earthquake detection and prevention
- Seafood sustainability
- Native and invasive plant growth patterns
- Seawater desalination
- Microbe evolution

Businesses could directly support the Environmental Research Center, such as bookstores, student/faculty housing, and convention hotels. Other businesses could give indirect support, like restaurants, banks, clothing, recreation, sports equipment, gifts, etc.

NEARBY FUNDING, MANAGEMENT & EDUCATIONAL RESOURCES:

San Francisco State University
Skyline Community College
Stanford University
University of California, Berkeley
University of California, Santa Cruz
Monterey Bay Aquarium
Sierra Club and other similar agencies
State and Federal agencies/grants Biotech companies, such as Genentech

POSSIBLE RELATED ACTIVITIES

Used by local clubs – surfing, fishing, hiking, bird-watching, etc. National conventions, films, speakers, etc.
Wildlife tours and Student field trips

4th of July Celebration and Fireworks Show At the Pacifica Pier & Promenade

Proposal by Jim Heldberg

October 2020

BACKGROUND

Pacifica is one of the last cities in the Bay Area to permit fireworks sales. "Safe and Sane" fireworks are sold by local clubs as fund-raising projects. Residents and visitors buy and shoot off fireworks, including many large illegal fireworks. Police are overwhelmed, unable to enforce fireworks laws. Fire department is concerned about danger to citizens, buildings, and surrounding woodlands. Injuries occur. Debris builds litters our streets and beaches. Many citizens (and their pets) are fearful of danger, and some citizens even leave town to escape.

A BETTER OPPORTUNITY

We can use our unique location to provide a safer, better celebration, to have more fun, attract more people, provide fund-raising opportunities, solve our fireworks issues, and make money for our local businesses, too.

PROPOSAL: PIER AND PROMENADE CELEBRATION

A 4th of July event on our Pacifica Promenade, starting in the afternoon and finishing with a night firework show staged from the Pier.

ADVANTAGES

- Promote Sharp Park as Pacifica's center of activity
- Oceanfront Promenade ideal for family events, entertainment and fireworks
- Entire Beach Blvd oceanfront and south berm available for booths & displays
- Ocean provides the Bay Area's best backdrop for fireworks
- Long pier for fireworks safety and visibility

BOOTHS

- **Promote Pacifica** – Chamber, Police/Fire, Historical Society, Art Center, San Pedro Valley Park, adobe, Sam's Castle, archery range, golf course, Spindrift Players, shopping centers, restaurants, etc.
- **Local club fund-raising** – food, drinks, flags, kites, hats, T-shirts, art, toys
- **Restrooms** - convenient at the pier, add porta-potties?
- **Parking** - remote lots and free shuttles, same as Xmas Tree-Lighting
- **Frontierland Park celebration** – maybe move to Promenade?

FIREWORKS

Professional show, approx. \$25K, paid for by PB&R &/or business contributions

DAY EVENTS

- Kickoff Parade
- Classic Cars
- Music - Jazz, local bands, singers, etc.
- Square-Dancing display and participation
- Swimming and beach fun
- Family picnics
- Face-painting
- Kite-flying
- Petting zoo
- Pony rides
- Walking history tour of Sharp Park, by PHS

CITY TO PROVIDE

- Flat grading and preparation of promenade
- Stage & Sound System
- Booth spaces
- Picnic tables
- Porta-potties
- Police security
- Fire truck standby
- Trash receptacles

NOTES

- Invite County support, contact Horsley's office
- Promote through local papers, TV, radio, local websites

Idea for discussion ...

Expand the FogFest

One of the objectives of the Economic Development Committee is to bring people to Pacifica and show off our town. The popular FogFest already does part of this job, and we may be able to expand it to better promote Pacifica.

Every year, the Fog Fest Organizing Group (FFOG) does an outstanding job of bringing people to Pacifica. Thousands of people come here, park their cars, walk Palmetto Ave., and buy food, art and trinkets. Then, unfortunately, they leave. They travel miles to get here and have a great time, but most of them don't even see Pacifica. The FFOG brings them in, but we let them go too easily. Let's show them Pacifica while they're here!

Here are some ideas to promote Pacifica, and expand the FogFest to be a citywide event.

Pacifica map. Present a free Pacifica map to each group when they park their car, and pass out more maps at booths.

Restaurant list. A list of restaurants and coupons (special entrées, "fog burgers," free desserts, drink specials, etc.) would keep visitors in town to spend more money during the evening. Pass this out with city map.

Tours. Run free tours during FogFest hours, using city-owned shuttle-busses. Different 1-hour tours could leave every 30 minutes. Suggestions:

- **Pacifica Highlights** – Pier, promenade, beaches, Pedro Point, San Pedro Park, quarry, castle, oceanfront trail, etc.
- **Culture** – Spindrift Theatre, Art Center, Mildred Owen Theatre, concert tickets
- **Neighborhoods** – all 9
- **Shopping Centers** – visit as many as possible
- **History** – Adobe, castle, RR stations, quarry, Portola statue, Little Brown Church
- **Antique Stores** – lots of places
- **Trailheads** – Portola Discovery and others
- **Nature** – beaches, San P. Park, quarry, endangered species habitat, wildflowers
- **Restaurants** – help visitors choose what kind of food to enjoy, give list
- **Real Estate** – show homes for sale and prime areas to live

Fishing Contest

Beach Sculpture Contest

Wristband – "Show your free FogFest wristband and get 10% off at Pacifica stores."

(Caution! FFOG doesn't want to lose customers, so we'll have to be careful.)

RV Park Proposal

30 Aug 2019

By Jim Heldberg

Pacifica is concerned about Recreational Vehicles on our streets. As an RV user from Arizona to Alaska, I can add some facts to the discussion.

A motorized RV can be delightful, but it is complicated. It is both a truck and a house, with the needs of both. As a truck, it needs gas, oil, etc. As a house, it has water, sewer, heating, cooking and electrical systems. It must be serviced every few days, to fill water tanks, drain sewer tanks, charge batteries, add heating fuel, and more. Or It can be permanently connected to services.

We should welcome visiting RVs, as long as they can be frequently serviced. Plain parking spaces aren't sufficient.

Pacifica has a well-run RV park in Pacifica Manor. At minimal cost, the city could assist current RV users to park there. But that park is often full.

The current situation should be viewed not as a problem, but as a business opportunity. Pacifica needs another RV park to serve our visitors and residents. With city encouragement and county funding, a private business could build a new RV park. More visitors could use it, and the city could provide reduced-fee parking to selected RVs.

Pacifica has good choices. But creating an RV parking permit system to park improperly without services will solve nothing, and make things even worse.

Let's build a new RV park, welcome more visitors to Pacifica, and get the extra RVs off our streets.

SEASIDE CELEBRATIONS

“ARTS OF THE COAST” - JANUARY

Sponsors: Pacifica Arts Center, Skyline College, other groups

As many art events as possible, one or two weekends. Plays, concerts, art show, photo contest, fashion show, statues & sculpture tour, high school and Skyline choirs, Barbershop quartets, jazz jam session, art movies.

“WILDLIFE OF PACIFICA” - FEBRUARY

Sponsors: PB&R, Sierra Club, GGNRA, Pedro Park, Mori Point

Walking tours of parks, shore and pier, identifying plants, animals, birds, insects, fish. Whale-watching. Endangered species and non-native species displays. Guided tours by Park rangers. Hawk hunting, falconry demo. Nature movies at Civic Center, rentals at video stores. Fishing derby.

“SPORTS BY THE SEA” - MARCH

Sponsors: PB&R, surf shops, bike shops, Segways, bowling alley

Sports tournaments, surfing demonstrations, bike race, foot race, celebrity bowling (city officers vs. public?), fishing derby, tennis tournament, specials on fitness, free swimming at Oceana Pool, beach volleyball tournament, softball game (Pacifica Chamber against any challenging chamber). Sports shoes, clothing and equipment on sale. Horse-riding skills.

“PACIFICA HERITAGE” - APRIL

Sponsor: Historical Society, Sanchez Adobe

Tours of Pacifica's historical sites, to include Ohlone burial site, Portola statue, Portola discovery site, Sanchez adobe, Ocean Shore railroad, quarry, Rockaway Beach, gun and missile sites. Photo display. Pacifica Tribune historical display. Free shuttle to sites. Historical foods. Costume contest. Best beard contest.

“PACIFICA GARDEN SPLENDOR” - MAY

Sponsors: Garden & Fuschia clubs, local garden stores, San Pedro Park

Showcase Pacifica's best gardens and trees. Tour, like homes tour. Make program of places, features and addresses. Flower show and sale at Civic Center. Walking, biking and Segway tours of local trails.

“COASTSIDE CAR-NIVAL” - JUNE

Sponsors: Car clubs, car dealers, Rockin Robs, Kragen, bowling alley

Car Show and parade of classic/old/fancy/electric cars and trucks. Car show at SAMTRANS lot, a park or school. Prizes for best, worst, oldest, nicest, rustiest, most exciting, biggest, weirdest, etc. Hold a safe, fun road rally-puzzle through Pacifica's streets. Get local band(s) to play for dance. Get drive-ins and restaurants to offer special foods. Service stations and car-related stores have special sales. Pass out free city maps. Charity auction of old car. 50's fashion show. Get a traveling carnival to set up in Pacifica. Indy 500 or other car racings film at Civic Center.

“PACIFICA PATRIOTISM” - JULY

Sponsors: City PB&R, and Historical Society

Built around 4th of July, this could combine city-wide festivities of all kinds, with an evening fireworks display set off from the Pier, for viewing from the Promenade and throughout the city. Military bands, a parade, reading of the Declaration of Independence, viewing of early guns, special patriotic film show.

“SURF & SEASIDE CELEBRATION” - AUGUST

Sponsor: City PB&R Dept.

A Pier & Promenade Promotion, featuring seaside events: bands, dancing, fishing derby, in-line skating contest, kite-flying, beach cleanup, beach bonfire, surfing, sidewalk vendors, old-time beachwear contest, old surfboards, roving photographers, surfing photos display, special promotional dinners at seaside restaurants, free shuttle along beaches. Surfing and beach-party movies. Group bonfires & singalongs. Pancake breakfast on the beach.

“PARKS, BIKES & HIKES” - SEPTEMBER

Sponsor: City Parks, GGNRA, Sierra Club

Guided and self-guided tours of Pacifica’s parks, including Pedro Mountain, San Pedro Valley Park, Sharp Park, Promenade, Cattle Hill, Milagra Ridge, Montara Mountain, etc. Invite Sierra Club to provide guides. Free shuttle from park to park. Border to Border bike and hike.

FogFest is also held this month. Plan citywide FogFest celebrations, including specials at stores, restaurants, etc.

“ART IN ARCHITECTURE” - OCTOBER

Sponsors: Local Realtors, hardware stores, lumber yard

Homes tour. Decorate homes for the season. Include non-residential architecture, like police station, Little Brown Church, other churches, Rockaway Beach center, and others. Program listing of sites, features, addresses and hours. Local realtors could showcase special homes for sale. Citywide homes spruce-up, with best featured in Tribune. Furniture and accessories sale.

“PACIFICA BY THE PLATEFUL” - NOVEMBER

Sponsors: Chamber, Restaurants, Bakeries, Grocery Stores, 4-H

Restaurant specials, program of suggested breakfast, lunch, dinner and snack sites. Progressive dinner for charity. Invite sidewalk vendors. Specials at grocery stores & bakeries. Baking contest for cookies, pies, seafood, etc. Cooking classes at Civic Center. Pancake breakfasts & spaghetti feeds.

“MUSICAL HOLIDAYS” - DECEMBER

Sponsors: Mildred Owen Center, Shopping Malls, hardware stores

Musical groups, concerts, Skyline College band, Xmas shopping, Treet Lightin in Rockaway, free shopper’s shuttle, home lights contest with winner getting free shopping prize, home lighting seminars,



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

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: *TIME NOT NOTED*

Roll Call:

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

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Matt motioned, Jim 2nd, passed unanimously

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.

Tygarjas Bigstyk

Cindy Abbott (now Parks, Beaches, and Recreation official liaison) Pacifica now an age friendly designation

Jane Northrop Tribune Reporter

PRESENTATIONS – NONE.

STAFF COMMUNICATIONS (5 minutes):

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

COVID – Pacifica is in the deep Purple tier with significant case count and spike and expecting it to stay high.

Additional movie night occurred and was very successful.

Outreach to community letter from Mayor Beckmeyer, restaurant list was included.

Prior to New Year's Eve, Kevin and the City did an email blast to all Pacifica businesses of the new government funding available

SBA PPP 2nd round meeting tomorrow.

County town hall tomorrow as well.

City council created an Ad Hoc committee (Bier and Vaterlaus) last night at City Council to discuss what can be done regarding a town hall or surrounding Covid using staff resources.

Mass vaccinations of county concern.

List of Businesses to be sent to schools - has been updated with some changes and is still relevant and will be sent to Mike O'Neil and Kevin by Thursday.

Mike - Crespi Business Center was sold, new owners have been approached each tenant letting them know how much it would be to purchase their unit since they would like to subdivide each building into its own parcel (The park is Zoned C-3 and there is not a lot of C-3 zoning in Pacifica and likely 40+ employees here so it's important) Pacific Coast TV offered a price of \$1MM to purchase their space and all tenants receive a 5% discount on the price of the property.

Sue – Parking along the fire lane in Manor Shopping Center, a business received a ticket for parking there and loading their food into their vehicles.

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

Group 1 – The goal is to amplify our brand, need a stronger online presence primarily on Instagram and Facebook. Highlight everything we have to offer (trails, beaches & ocean, events, seasonal whale watching, crab, salmon season, breweries, coffee “crawl”, events). Generate traffic so people will stop in Pacifica and stay a while and spend money here. We need to get followers, and good content will get us there. Measure of success at year end will be expecting to have 500 Facebook and 500 Instagram Followers. Pay for high quality content, advertise on IG and FB, enlist local visitors. Estimated Budget: \$3000

Cindy Abbott added – Arts, Cultural, Historical Society, & Entertainment (concert hall, Spindrift, arts center) are all important as well to bring people in too

Group 2 –

- 1. Building out an EDC business email newsletter to inform Pacifica businesses of relevant info, meetings, changes in doing business in Pacifica. Utilize and build upon the business database Daisy has gathered. - Estimated Budget: \$0-180*
- 2. Calling and visiting businesses regularly to see how we can help
Estimated Budget: \$50*
- 3. Hosting our own and sharing other relevant virtual workshops to assist businesses (the second batch of PPP loan \$, setting up business for doing pickup/delivery, adding your business to Google Maps, managing, and growing Social Media) - Estimated Budget: \$300*
- 4. Attract new businesses to open offices and relocate operations to Pacifica.
Given COVID, businesses may not be looking to expand, however these plans take a lot of time so we want to be top of mind when these conversations come up*

Estimated Budget: \$1000

*Partner with John at SAMCEDA
Daisy - Opt in/Opt out for newsletters*

Group 3 –

- 1. Spend Local Campaign, create a graphic to share and publicize, window decals? Pacifica Take-Out Bingo*
- 2. Leverage local events, share goody bag, coupons*
- 3. Create and share events
more information in the attached exhibit

- 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.*

Program offered to City sponsored, partner agencies, or co-sponsored promotional activities. There are between 70-80 streetlamps but they are not evenly spaced on each lamp post so it took a bit of time to get them all up and running. City has spent about \$12k to upgrade them. For a group purchasing 90 banners, estimate total cost \$6,800. Sharp Park Road refresh the hardware and banners there. Stock city posters will be up in between other events. The arch way across the freeway

INFORMATIONAL ITEMS (5 minutes):

4. Update from Chamber of Commerce – Archie Judan

Chamber could not maintain lease at Rockaway, administrative office for Chamber will be moving to another location.

Photo campaign

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

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

Tripp suggested to add an agenda item on how the EDC wants to position itself as an outward facing brand

Kevin suggested Business Assistance can be a good topic as well

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

6. Updates from Committee Members

Sue – meetings for tomorrow

11:30am vaccine town hall meeting 1/13/21

1:30pm SBA meeting 1/13/21

pulling Olga to put together quarterly promotions with subcommittee 3

Mike – 50% hospital beds along peninsula are COVID patients only, Sacramento moved down a tier

7. Next Scheduled Meeting Date – February 9, 2021

8:55 PM

ADJOURNMENT *TIME NOT NOTED*

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) o 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