



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, March 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 3/9/2021 [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 February 9, 2021 committee meeting.

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 Krystlyn Giedt, President & CEO, Half Moon Bay Coastside Chamber of Commerce

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 an update from subcommittee 3 on status of the “Beach Bites Bingo” program and coordination with the Chamber of Commerce;
- b. Hear updates from workplan subcommittees 1 and 2 and discuss next steps;

3. **Business Database:** Hear an update from Committee member Fong about the business database;

4. **Future of Outdoor Dining and Parklets:** Hear a presentation from Assistant City Manager/Planning Director Tina Wehrmeister about steps necessary to evaluate the future of outdoor dining and parklets if/when such an evaluation is directed by City Council, and discuss potential roles for the Committee during such an evaluation.

INFORMATIONAL ITEMS (5 minutes):

5. Update from Chamber of Commerce – Archie Judan

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 – April 13, 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, February 9, 2021, 6:00 PM
Virtual Meeting via Zoom Link: Join URL:
<https://zoom.us/j/94123660482>

CALL TO ORDER: 6:04 PM

Roll Call:

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Beth Lemke (absent), 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
Motion by Kathleen, Grace 2nd, passed unanimously
- 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.
Motion by Kathleen, 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.

PRESENTATIONS (15 minutes):

Presentation from Marty Anaya, Pacific Coast Television

Pacific Coast Television is the nation's oldest running media program since the mid 60's. Began as a radio station and transformed into cable of Pacific and Santa Cruz. The network won an Emmy in 1972. The network transitioned again into Studio 70 which is similar to what it is today (PEG: Public, Education, and Access)

The station has developed video profile spotlights, similar to an ad-itorial, a mini movie that gets the audience to learn about the company. Mel Zucker, a teach at Skyline had a PCT show called "All that Matters" and began this trend. Marty

discusses ways in which ec-tourism and these video profile spotlights can increase tourism in Pacifica. Marty shared an example of one of these spotlight videos for Ash's Vallemar Station. These video spotlights can typically range in the thousands of dollars, however \$750 is the estimate for PCT to create a sponsorship video profile spotlight. Additional features could also be added if the client was looking for something in particular as well. Marty extended his thoughts regarding the Chamber of Pacifica potentially partnering with him to offer these videos as a member benefit.

Marty also shares slides that were created as digital postcards with Pacifica locations highlighting Pacifica's many restaurants, landmarks, and offerings. Marty offered these to be repurposed in the EDC's work if possible and on the DiscoverPacifica Instagram potentially.

In Marty's analysis of each video's meta tags and who is watching PCT online, he noticed a trend of Sacramento and Central Coast visitors looking for day trips and things to see and do in Pacifica. This can be helpful for the EDC committee to understand.

STAFF COMMUNICATIONS (5 minutes):

1. Update re: COVID-19 response and other economic development related items
Kevin gave general COVID-19 related updates and informed the committee regarding SAMCEDA resources that were sent out

Grants of up to \$10k are available in a business relief fund to offset losses in revenue for wineries, breweries, and restaurants through the county. Interested businesses are asked to submit interest in the smcstrong.org portal which opens between 2/22 and 3/1. Minimal information will be needed (no tax info or P&L at this point in the application process). The business does need to be open for business on the day they apply. The fund is looking for funding from cities in the county. Visit smcstrong.org for requirements and when the portal is open.

Humble Sea Brewing in Santa Cruz is opening another location in the location of Devil's Slide Taproom. These locations tend to be on the top 25 locations for city tax revenue.

COMMITTEE COMMUNICATIONS (60 minutes):

2. Committee Workplan Actions and Updates:

- a. Hear updates from workplan subcommittees and discuss next steps;
Subcommittee 1 – Access to DiscoverPacifica Instagram account, Group will sync on the approval process for oversight on the content to be posted for the account

Subcommittee 2 – Each working silo'd a it but need to meet as a group regarding how information can be shared to small businesses like SAMCEDA info, grant related info. Also discussed was designing the first newsletter with information on the \$10k grants, California grants, and SBA business training.

- 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.

Subcommittee 3 discusses the Beach Bingo program to encourage local spending at businesses hear in Pacifica. The subcommittee consists of Archie, Daisy, Kathleen, and Tripp

Winners of the bi-weekly game will receive a \$30 gift card at the small business in town of their choosing. 2 winners per drawing occurs every 2nd and 4th Monday of the month. Bingo cards with general categories such as “coffee” are to be completed and the corresponding square marked on the bingo card. The customer is asked to save their receipts and submit once they win a line in their bingo card. Winners will be selected at random draw.

The subcommittee will gauge interest and participation during the first two games to see how many months the drawing will be extended for. For \$120/month, 2 winners can be selected for each game every other week.

Community attendee Cindy Abbott commented that she likes each square of the bingo card being generic and complimented the subcommittee on a great presentation.

INFORMATIONAL ITEMS (5 minutes):

3. Update from Chamber of Commerce – Archie Judan
The Chamber did not relocate to a new location and instead moved to the back of the space they are currently in and are seeing if anyone wants to rent the main space.

The Visit Pacifica photo contest launches March 1st and a winner should be selected 3/15.

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

4. The Committee will discuss and determine potential future agenda items
Sue suggested a conversation on parklets (Beth mentioned to Sue earlier and Sean agrees it would be helpful). How we can improve parklets and outdoor dining options. Creating permanence and possibly extending the term of parklets. Workload to haul in and out each parklet is tough, making barricade function better, easier for restaurants to abide by rules, etc.

Daisy – update on business license data

Possible topic if EDC wants to collaborate on artistic signage, open space for the economic benefit of Pacifica, and collaborating with the Beautification Committee.
What is a sign? What is a mural?

ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)

5. Updates from Committee Members

Jim – Pacifica Democrats had a recent zoom meeting and they published the sign-in codes and a guy took control over their meeting. Mike mentioned Half Moon Bay and Belmont city councils may have also experienced this type of Zoom bomb. The Zoom Webinar format of Zoom has more protective controls.

Mike – CEO of the Chamber of Commerce of Half Moon Bay might be open to presenting at one of our meetings, they used to be the CEO of the Chamber in the city of Carmel, CA

Sue – Pedro Point Shopping Center has a trash issue that city staff has been trying to communicate to the owner of the center. During the mid-year budget adjustment at the city council meeting, the city anticipated reductions of Sales Tax and TOT revenue, but due to conservative estimates by the city, we are in good shape.

Kevin – Wayfair decision of 2019 that allows online purchase to benefit us more than in normal times, money goes into a pool and is divided up to each city

Next Scheduled Meeting Date – March 9, 2021

ADJOURNMENT 8:49 PM

DRAFT