



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, November 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 GOVERNMENT CODE SECTION 54953 (AS AMENDED BY AB 361) WHICH AUTHORIZES TELECONFERENCED MEETINGS UNDER THE BROWN ACT DURING CERTAIN PROCLAIMED STATES OF EMERGENCY. THE GOVERNOR OF CALIFORNIA PROCLAIMED A STATE OF EMERGENCY RELATED TO COVID-19 ON MARCH 4, 2020. THIS TELECONFERENCED MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT ESSENTIAL BUSINESS AND IS PERMITTED UNDER GOVERNMENT CODE SECTION 54953 IN ORDER TO PROTECT PUBLIC HEALTH AND SAFETY OF ATTENDEES.

Consistent with Government Code Section 54953, this City Committee Meeting will be held via teleconference only and will not be physically open to the public. Committee Members and staff will teleconference into the meeting by audio and/or video. The meeting will be conducted via Zoom.

Below is information on how the public may observe and participate in the meeting.

How to Join the Meeting:

- Join using Zoom meeting link: <https://zoom.us/j/94123660482>
(By Phone, dial-in to: **1-669-900-6833** and enter **Webinar ID: 941 2366 0482**)
- Contact Chief Financial Sustainability Officer Yulia Carter by email at ycarter@pacifica.gov for meeting access questions.

To Participate in the Meeting by Providing Public Comment:

- (1) **PRIOR TO THE MEETING:** By email to ycarter@pacifica.gov. Comments submitted by email should adhere to the following:
 - Subject Line: "Public Comment – EDC Mtg 11/9/2021 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
 - Submitter's Full Name
 - Limit word count to 350 words
- (2) **DURING THE MEETING:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Zoom access information is provided above. Use the "raise hand" feature (for those joining by phone, press *9 to "raise hand") during the public comment period for the agenda item you wish to address. You will be recognized to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at www.cityofpacifica.org for any updates.

CALL TO ORDER:

Roll Call:

- Members:** Matthew Dougherty (Chair), Daisy Fong, Archie Judan, Beth Lemke, Sean Thompson, Robert Foster, Debra Hirshlag, Nicholas Humann, Greta Sieglock
- City Council Liaisons:** Sue Beckmeyer, Mike O'Neill
- Staff Liaison:** Yulia Carter

ADMINISTRATIVE BUSINESS (5 minutes):

- a. Introduction of new EDC Committee Members
- b. 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 (15 minutes):

- a. Introduction to the North County Business Resource Center presentation by Amanda Anthony

STAFF COMMUNICATIONS (5 minutes):

- a. Update on economic development-related items

COMMITTEE COMMUNICATIONS (60 minutes):

1. **Marketing Analysis: Gap Assessment and Opportunities** presentation by Creative Digital Agency. EDC provide an input and recommendation.
2. **Outdoor Commercial Activities (parklets, etc)** Planning Department staff will present recent survey results. EDC to provide input on permanent outdoor commercial activity ordinance development.
3. **Election of Officers and Subcommittee Appointments:** EDC members elect the Committee's Chair, Vice Chair and Secretary and offer opportunity for new members to select a subcommittee to work on.
4. **Committee Workplan Actions and Updates:** Hear updates from workplan subcommittees and discuss next steps.

INFORMATIONAL ITEMS (5 minutes):

5. Revitalizing Downtown Webinar – Daisy Fong
6. Update from Chamber of Commerce – Archie Judan

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
9. Next Scheduled Meeting Date – December 14, 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.





Memorandum

TO: Economic Development Committee

FROM: Yulia Carter, Chief Financial Sustainability Officer

DATE: November 9, 2021

SUBJECT: **Pacifica Gap Assessment, SWOT Analysis, and Marketing Plan**

Background:

On September 14, 2021, EDC meeting, staff reported the kick-off of the Marketing Analysis: Gap and Opportunities Assessment project after the City engaged with the Creative Digital Agency (CDA) marketing firm that provides marketing services to several Bay Area Cities.

The scope of this engagement included the following:

- a) Conduct audience and business research –marketing gap assessment and SWOT analysis to identify gaps in key business segments (tourism, industry, nature, entertainment, and culture).
- b) Draft marketing campaign and communications proposal – review and unify the City's marketing efforts and visual device (logo/symbol/tagline).
- c) Develop a two-year marketing strategic plan – implementation plan for a marketing campaign

As part of the SWOT analysis work, CDA conducted interviews of key stakeholders in Pacifica, who could provide helpful insight relating to the focused marketing audiences of locals, visitors, and prospective new businesses. CDA also reviewed materials related to Pacifica's business community and tourism activities, including analytics reports for the Visit Pacifica website.

The Pacifica Gap Assessment and SWOT Analysis is now complete. Staff is pleased to present the findings at the EDC meeting and seek the Committee's input and feedback on the preliminary two-year marketing strategic plan. Staff recommends that after today's presentation and discussion, the CDA gather the Committee's input to finalize the recommended Marketing Strategy to be presented to the City Council for their formal approval. Staff also recommends holding a joint EDC / City Council meeting in December to review and discuss the final recommended marketing strategy and implementation plan.

Recommended Actions by EDC:

1. Review and discuss the results of the Marketing Study from Creative Digital Agency (CDA).
2. Provide input and recommendations on the presented Marketing Study that EDC is prepared to make to the City Council. This includes the Committee's input on the proposed marketing strategies and implementation options for City Council's consideration.