



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, April 9, 2019, 6:00 PM**

**Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica**

## **CALL TO ORDER:**

### **Roll Call:**

- a. Members: Louise McGinnis Barber, Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

## **ADMINISTRATIVE BUSINESS (5 minutes):**

Approval of Order of Agenda

Approval of Minutes of March 12, 2019

## **COMMUNITY COMMUNICATIONS (10 minutes):**

### **Oral Communications at opening:**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

## **PRESENTATIONS (10 minutes):**

1. Discussion/updates on May, June, July, August presenters

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

1. Draft FY2019/20 Work Plan
2. 2019 Presentation to Council
  - a. Review Draft Slides

## **INFORMATIONAL ITEMS (10 minutes):**

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce – Archie Judan
3. Ohlone Portola Events - Daisy Fong

## **STAFF COMMUNICATIONS (10 minutes):**

1. Sharp Park Specific Plan
2. Hotel Project Applications
3. Brown Act & Future Ethics Training Events

## **POTENTIAL FUTURE AGENDA TOPICS (5 minute)**

1. Fog Fest coordination with Local Businesses
2. Event Opportunities (i.e. Trivia or Treat)

## **ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)**

1. Updates from Committee Members
2. Next Scheduled Meeting – May 14, 2019

## **ADJOURNMENT**

### 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, March 12, 2019, 6:00 PM**  
**Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica**

**CALL TO ORDER: 6:06pm**

**Roll Call:**

- a. Members: Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers
- d. Absent: Louise McGinnis Barber

**ADMINISTRATIVE BUSINESS (10 minutes):**

Approval of Order of Agenda - Passed Unanimously

Approval of Minutes of February 12, 2019

Add e to Louise's name in meeting minutes.

Remove first sentence under IT update

**COMMUNITY COMMUNICATIONS (10 minutes):**

**Oral Communications at opening:**

Vicki Moore from Chamber of Pacifica - Taste of Pacifica is coming up.

**PRESENTATIONS (25 minutes):**

1. Lauren Zukowski, Zukowski Collective – Introduction by Grace Sobieski

Opening a business was very simple in Pacifica.

Biggest challenge on Palmetto is foot traffic and exposure.

Having visibility from the highway (signage) would help.

Palmetto is ripe for building community in Pacifica. Would love to organize a first friday walk.

Variety of contemporary art and ceramics. 4 artists are shown consistently, largely painting.

Found the space by utilizing Nextdoor. However ended up driving down Palmetto and found the space.

# DRAFT

## 2. Confirmation of May, June, July, August presenters – Archie, Louise, Rachel, and Sue

Mike O'Neill - Pacifica is members of the San Mateo County Visitors Bureau, we may want to contact her to see if she can come to a EDC meeting.

Archie - Potential speaker to speak to Sign at Rockaway beach for May.

### **COMMITTEE COMMUNICATIONS (50 minutes):**

#### 1. Event Opportunities (i.e. Trivia or Treat) – Jonathan

MO: Previously, merchants were asked to be sponsors. Those sponsors became spots on a map. There was a map with trivia questions about Pacifica and anecdotal evidence showed that customers came back to the businesses.

SH: There are still open questions around what we can and cannot do as a committee, until further clarification from City Staff we need to table this item.

#### 2. 2019 Presentation to Council

##### a. Review Parameters (allotted time, order, other committees presenting)

DL: Gave 2018 presentation for context

TM: 10 minute presentation

SH: On the presenter sheet from last year, write down some key takeaways from presenter meetings last year.

SH: We've shown BID numbers in the past, can we get the number breakdown week by week.

##### b. Review 2018 City Council Work plan presentation

1. TM: At goal setting council discussed proposed work plan items for the EDC.

##### c. Implement 2019 City Council Presentation

1. Outreach Summary
2. BID numbers & Sales Tax Numbers

SH: What should we include and what should we not?

DF: Partnerships across different committees.

# DRAFT

SH: Review spreadsheet, share thoughts on what we learned.

All: Shared thoughts to be incorporated into next presentation.

## **INFORMATIONAL ITEMS (10 minutes):**

1. Update by Library Advisory Committee - David Leal

DL: Next meeting is tomorrow. We'll recap the outreach to community groups.

2. Update from Chamber of Commerce – Archie Judan

3. Ohlone Portola Events - Daisy Fong

DF: Ohlone history story will be presented on a local tv show.

First coastsider presented at Little Brown Church 150+ people attended.

Plan to create a flyer with list of events and want to post across Pacifica so that citizens are informed about the trail.

[pacifica.org/opht](http://pacifica.org/opht) has more information.

## **STAFF COMMUNICATIONS (10 minutes):**

1. Sharp Park Specific Plan

1. EDC will be getting updates with schedule.

2. Meeting with consultant this week

2. Hotel Project Applications

1. 4/1 - Hotel project goes before Planning Commission. Proposed ~30 rooms.

3. Brown Act & Future Ethics Training Events

1. Brown act information has been sent to all EDC members. If you have questions, please send them to Thomas.

# DRAFT

4. Please read your city email.
5. Sign up for SMC alert.

## **ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)**

1. Updates from Committee Members
2. Next Scheduled Meeting – April 9, 2019

## **ADJOURNMENT**

DL Motioned, RC Seconded Passed Unanimously

Meeting Adjourned: 8:52

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



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

170 Santa Maria Avenue • Pacifica, California 94044-2506  
[www.cityofpacifica.org](http://www.cityofpacifica.org)

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Attachment 2a

**MAYOR**

Sue Vaterlaus

**MAYOR PRO TEM**

Deirdre Martin

**COUNCIL**

Sue Beckmeyer

Mary Bier

Mike O'Neill

April 4, 2019

To: Economic Development Committee (EDC)

From: Thomas Myers, EDC Staff Liaison

Subject: DRAFT Economic Development Committee Workplan for FY1920

Please find attached the draft Economic Development Committee Workplan for FY1920 for discussion and approval by the EDC at the next regularly scheduled EDC meeting on Tuesday, April 9, 2019. These draft revisions to the EDC Workplan and accompanying Council Resolution which created the EDC are designed to update the objectives and activities of the EDC, which were last updated in 2011. The EDC will provide its input on the draft workplan at the April 9, 2019 meeting, which will be incorporated into a final draft for approval and adoption by the Pacifica City Council, currently scheduled for April 22, 2019.

We look forward to your ideas and input on this draft workplan. Thank you.

**DRAFT** EDC Workplan FY1920

Action items to meet EDC objectives

**I. Identification of New Businesses That Fill a Neighborhood Market Gap**

- a. Develop a toolkit for potential start-up businesses in Pacifica - “How to Start a Business in Pacifica” - for posting to the City website and distribution to community organizations, residents and potential new business owners;
- b. Conduct community surveys (online, at community meetings, etc.) designed to identify the specific types of goods and services lacking in neighborhoods and business corridors, and identify new businesses to reduce retail leakage

**II. Forum for Exchanging Ideas, Education, Information**

- a. Conduct community outreach, recruit & encourage residents & businesses to attend and actively participate in upcoming Sharp Park Specific Plan meetings;
- b. Assist in the planning of a 2019 celebration of Palmetto Avenue, involving community organizations, the local business community, and area residents in the process

**III. Outreach to the Business Community, Residents, and Visitors**

- a. Provide economic development education and information to community residents, businesses and visitors, including information on the benefits of shopping locally, new businesses in Pacifica, and visitor serving information;
- b. Work with the Pacifica Chamber of Commerce through volunteerism and administrative support to promote Pacifica as a visitor-serving destination;
- c. Assist the Economic Development Program with the coordination and implementation of the Shop Pacifica CA Campaign, in conjunction with the Pacifica Chamber of Commerce



**DRAFT RESOLUTION NO. ~~27-2011~~ xx-2019****A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA AMENDING  
RESOLUTION NO. ~~37-2009~~ 27-2011 CREATING AN ECONOMIC DEVELOPMENT COMMITTEE**

WHEREAS, under the direction of the Pacifica City Council, ~~the Economic Development Committee (EDC) exists to support the development of current local businesses and their interface with the City of Pacifica, improve aging business districts, and bring new businesses to Pacifica; and as administered by the Economic Development Program in the City Manager's Office, the Economic Development Committee (EDC) exists to support the City's economic development goals, including the retention of local businesses in Pacifica, the development and expansion of local businesses, and assist in the attraction of new businesses to Pacifica;~~ and

WHEREAS, objectives of the committee are to: ~~(1) Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses; (2) Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and (3) Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth;~~ (1) Work with the Economic Development Program, the community and visitors in the identification of new businesses that fill a neighborhood business market gap; (2) Provide a forum for exchanging ideas, information, and addressing the business and economic needs of the business community and its residents and visitors; (3) Outreach to the business community, residents, and visitors to promote business development and support the implementation of the City's Economic Development Plan; and

WHEREAS, the committee shall have a chair and a vice-chair, elected by the committee with two-year terms; and

WHEREAS, The EDC will be comprised of the City Manager or designee (Ex Officio, non-voting), at least one City Council member as liaison, eight community members appointed by the City Council and one member as designated by the Board of the Pacifica Chamber of Commerce.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Pacifica does hereby amend ~~resolutuion no. 37-2009 to have be comprised of eight community members and a member as designated by the Board of the Pacifica Chamber of Commerce. Resolution No. 27-2011 to revise the purpose and objectives of the Economic Development Committee as amended above.~~

Passed and adopted at a regular meeting of the City Council of the City of Pacifica on the ~~11<sup>th</sup> day of July 2011~~ 22<sup>nd</sup> day of April 2019 by the following vote of the members thereof:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

~~Mary Ann Nihart~~ Sue Vaterlaus, Mayor

ATTEST:

APPROVED AS TO FORM:

~~Kathy O'Connell~~ Sarah Coffey, City Clerk

Michelle Marchetta Kenyon  
~~Acting~~ City Attorney

**DRAFT** RESOLUTION NO. xx-2019

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA AMENDING  
RESOLUTION NO. 27-2011 CREATING AN ECONOMIC DEVELOPMENT COMMITTEE

WHEREAS, under the direction of the Pacifica City Council and as administered by the Economic Development Program in the City Manager’s Office, the Economic Development Committee (EDC) exists to support the City’s economic development goals, including the retention of local businesses in Pacifica, the development and expansion of local businesses, and assist in the attraction of new businesses to Pacifica; and

WHEREAS, the objectives of the EDC are to: (1) Work with the Economic Development Program, the community and visitors in the identification of new businesses that fill a neighborhood business market gap; (2) Provide a forum for exchanging ideas, information, and addressing the business and economic needs of the business community and its residents and visitors; (3) Outreach to the business community, residents, and visitors to promote business development and support the implementation of the City’s Economic Development Plan; and

WHEREAS, the committee shall have a chair and a vice-chair, elected by the committee with two-year terms; and

WHEREAS, The EDC will be comprised of the City Manager or designee (Ex Officio, non-voting), at least one City Council member as liaison, eight community members appointed by the City Council and one member as designated by the Board of the Pacifica Chamber of Commerce.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Pacifica does hereby amend Resolution No. 27-2011 to revise the purpose and objectives of the Economic Development Committee as amended above.

Passed and adopted at a regular meeting of the City Council of the City of Pacifica on the 22<sup>nd</sup> day of April 2019 by the following vote of the members thereof:

- AYES, Councilmembers:
- NOES, Councilmembers:
- ABSENT, Councilmembers:
- ABSTAIN, Councilmembers:

\_\_\_\_\_  
Sue Vaterlaus, Mayor

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Sarah Coffey, City Clerk

\_\_\_\_\_  
Michelle Marchetta Kenyon  
City Attorney