



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

**Tuesday, August 13, 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 (partial), Mike O'Neill
- c. Staff Liaison: Thomas Myers

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

Approval of Order of Agenda – approved unanimously

Approval of Minutes of July 9, 2019 – approved unanimously

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

### **Oral Communications at opening: - NONE**

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 (45 minutes):**

1. Draft General Plan Update and Economic Sustainability, Christian Murdock, Pacifica Planning Department

Current general plan is from 1980 and is currently being considered for revision. Meeting at Council Chambers at 5pm August 26th special combined meeting of planning and council.

David and Daisy already sent Christian their feedback. They wanted to have online retail represented. Try to maybe attract hotel but do not box ourselves into using this space only for that purpose. Try to attract tourism through trails and other avenues to make Pacifica more of a tourist destination.

Our comments: clarify terminology: promenade, beach boulevard

Sam: Address the fragmented land usage particularly along Palmetto

Archie: Consideration of alternative ways to get ROI (parking issues, RV's)

Louise: tax incentives, need for parking, hotels, need the infrastructure to get these people to come, climate change, sea level rise, curbs, sidewalks, traffic

Sam: parking requirement is too high a requirement at the current 1:50 sf, improvement of public transportation

Christian- there's a chicken/ egg situation of transport stating that there is not enough current demand to warrant an overhaul of the public transit system

Rachel: Sea level rise issues

Christian: Staff does not intend to revisit this as it has been studied and decided upon through LCP

Sam: look at 35 foot building height limit: maybe not appropriate for every single land use designation, impact fees- Pacifica's park fees are considerably low compared to other cities

Grace: Access to child care (impact fees, reduce parking and traffic requirements, designate city staff person to provide consistent and accurate guidance to prospective child care providers, increasing city-operated child care programs, possibly facility space in community spaces community center, library, etc.)

Archie: Shop Pacifica campaign

Kimco: desire to draw population back to Pacifica in the evening (gyms) so that they spend dollars at nearby shopping center afterward

Sam: how do we improve commercial visibility

Christian- you can look at the general plan draft on the website under resources

## 2. KIMCO, Ranfie Ancelovi, Chrystelle Azcona and Spencer Ingram

-They are selling Fairmont, so will only be speaking on behalf of Linda Mar

-Ross renewed 5 years (average store numbers), Rite Aide for 10 years, Bank of America (10 years), back area is now leased out, Anytime Fitness

-They do not anticipate any vacancies coming up

-auto part store and toy store expressing interest

-want to bring in more entertainment

-Gym just approved by the City. Ross had previously had a restriction on gyms (Kimco had to get a waiver which took a year)

-Safeway has very strong sales



-Community outreach:

-Sharkfest in May (will do annually)

-Trick or Treat event on Thursday, October 31st (marketing through Social Media and at the shopping center)

-no formal parking studies, don't believe they have an issue at Linda Mar, can start adding into new leases a requirement for employees to park in designated areas

-open to adding office spaces but often cheaper to demo and rebuild than add stories

-they try to avoid exclusivity

-Panda Express Challenges: internal personnel turnover, dug into old train tracks, city was easy to work with

-3% rent increase, common maintenance fees

3. Update on presenters and provision of questions:

a. September - K2 Clean Energy Capital, LLC (desire for general educational presentation, no questions ahead of time)

b. October – Jennifer Hoover Design

c. November – Confirm presenter (bring past EDC members back to get their insight, minimum 2)

### **COMMITTEE COMMUNICATIONS (40 minutes):**

1. Review Subcommittee Assignments and formalize changes- motion to move this to next meeting as members wishing to make changes are not in attendance tonight.

2. Review FY2019/20 Work Plan Progress, all subcommittees

1a- members absent

1b- staff is finished taking comments, final version of 1<sup>st</sup> publication to be printed soon (8.5x 14)

2a-joint planning/ council meeting August 26<sup>th</sup>, future community meeting dates will be announced after that. Discussed outreach for first series of meetings.

2b- project timeline

2c- Need to connect with city/ county resources

3a- info on handout

3b- added Jonathon and Daisy to the group, haven't met in person but have e-mail chain, "Discover Pacificard"

3c- have not met yet



### **INFORMATIONAL ITEMS (5 minutes):**

1. Update by Library Advisory Committee - David Leal – no update
2. Update from Chamber of Commerce – Archie Judan
  - a. Dog Surfing – “huge success” – would like to see city more involved, looking forward to FogFest  
In the process of updating provider directory- move to future agenda item
3. Ohlone Portola Events - Daisy Fong- not here

### **STAFF COMMUNICATIONS (5 minutes):**

1. Pacifica Logo- EDC approved writing a letter of support for the new whale tail logo; staff will take steps to put logo on agenda for council to review
2. Hotel Project Applications
3. Brown Act & Future Ethics Training Events- trying to align these with interviews for new committee openings

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

1. Pub in the Park
2. Fogfest Follow up

### **ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)**

1. Updates from Committee Members  
Sue- September 14<sup>th</sup>- coastal cleanup day, getting groups to maintain the bulbouts, public hearing for mural on the side of Crespi community center  
Mike- now allowing supersonic jets  
Grace- Concert in the Park in San Carlos, San Bruno  
Louise- FogFest sponsorships deadline coming up
2. Next Scheduled Meeting – September 10<sup>th</sup>, 2019
3. November 2019 Meeting has been moved to November 19<sup>th</sup>

### **ADJOURNMENT**

#### **Notes:**

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



EDC Workplan FY1920  
Action items to meet EDC objectives

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

- a. 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;
- b. Develop and maintain 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.

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

- a. Conduct community outreach, recruit & encourage residents & businesses to attend and actively participate in upcoming Planning Department efforts, including the Local Coastal Plan Update, General Plan Update, and Sharp Park Specific Plan meetings;
- b. Assist in the planning of a 2019 celebration of Sharp Park Phase I Streetscape Project and support future phases of the Streetscape Project by involving community organizations, the local business community, and area residents in the process;
- c. Reach out to local businesses and residents to identify opportunities to provide and educate about available City & County Resources.

**III. Reach out to the Business Community, Residents, and Visitors**

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

SUBCOMMITTEE ASSIGNMENTS

Workplan Item	Type of Effort	Level of Effort	Columns
1 A	Ongoing	2	Jonathan, David
1 B	Priority > Spearhead	10	Matthew, Samantha, Grace, Archie
2 A	Ongoing	5	Rachel, Grace, Samantha
2 B	Spearhead	7	Rachel, Daisy, Jonathan
2 C	Spearhead	8	Daisy, Matthew, Louise
3 A	Spearhead	6	Daisy, Matthew, Louise
3 B	Assist	8	David, Archie
3 C	Spearhead	10	Archie, Louise, Jonathan

