



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, March 13th, 2018, 6:00 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER:

Roll Call:

- a. Members: Kevin Cubba, Matthew Dougherty, Daisy Fong, Michelle Hansberry, Samantha Hauser, David Leal, Jonathan Mizrahi, Grace Sobieski, Jamie Monozon
- b. City Council Liaisons: Sue Digre, Mike O'Neill
- c. Staff Liaison: Lorenzo Hines, Jr.

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Approval of Minutes of February 13th 2018 (Attachment 1)

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 (60 minutes):

1. Palmetto Update (Public Works - Lee Panza)
2. Ohlone Portola Heritage Trail Committee (OSPC - Jim Sullivan)

ACTION ITEM

1. Review of the City's website for Business Start Up Information

COMMITTEE COMMUNICATIONS (30 minutes):

1. Workgroup Next Steps - Ad Hoc Committee Overview
 - a. Business Customer Service Update - Grace
 - b. Marketing Pacifica (Web Presence) - Kevin/Daisy
 - c. Development Opportunities - Jonathan/Sam
 - d. Palmetto Streetscape - Sam

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce - Jamie Monozon

STAFF COMMUNICATIONS (10 minutes):

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
2. Topics for Next Meeting

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

Attachment 1

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
Meeting Minutes

Tuesday, February 13th, 2018, 6:00 PM
Police station EOC room, Pacifica, CA 94044

Members in Attendance: Grace Sobieski, Samantha Hauser, Kevin Cubba, David Leal, Daisy Fong, Jonathan Mizrahi

Staff Liaison: Lorenzo Hines

City Council Liaison: Sue Digre

Administrative Business:

- Meeting called: 6:15pm
- Approval of Order of Agenda: Kevin motioned for approval of order of Agenda. Samantha seconded.
- Minutes from last meeting: Kevin motioned for approval, Sam seconded. Passes unanimously (5-0)

Community/Public Communication:

Tony Williams spoke to the committee about the process and permit for opening a recreational marijuana club. Would like the city to issue temporary permits.

Committee Communications:

Followed-up on 2018 Goals/Workplan:

- A. David organized the goals under the themes discussed in January's meeting and aligned them to council mandates.
 - David went through list of ideas from the Dec. special session meeting and categorized them according to theme/mandate. Those ideas that were out of scope were not included.
 - David asked for feedback. Sam suggested broadening hotel proposal and moving "Assist with finding and Marketing Potential Hotel Sites for ToT" under the business development section (column 2).
- B. Discussion on bringing developers/restaurateurs to speak to EDC to understand what they look for when deciding to open a business/restaurant in a city.
 - Need an easy step-to-step guide for people who are interested in opening a business in Pacifica.
 - Bring in an existing business to discuss their experience with operating a business in Pacifica and the permit process.

- First, we need someone from Engr and Planning/Finance to educate EDC about the process and provide insights to zoning, fire inspections, obstacles, etc. Lorenzo will look into scheduling for March's meeting.
 - Sue mentioned there was some work done prior and will check with planning to find out where the documents live. Sue sent email to her contact asking for the documentation.
- C. Committee members signed up for goals/workplan and formed sub-committee to work on them.
1. **Improving Customer Service (Column 1):** Grace
 2. **Business Development and Improvement (Column 2):** Jonathan and Sam. Lorenzo suggested going to the Board of Equalization website to get average sales percentage for different business types.
 3. **Outreach/Marketing of Pacifica (Column 3):** Kevin, Daisy & David

David to act as a floater for the other sub-committees.

Each sub-committee need to evaluate effort and prioritization of ideas listed and come to the next meeting with a well-defined problem statements.

- Lorenzo to check with city attorney on meeting sub-committee.

We need to engage the absentee committee members and have them sign up for sub-committees so everyone participates and contributes.

Informational Items:

- David provided update on LAC.
 - Council approved dual branch: one large branch and a small satellite branch. Council selected existing Sharp Park location for the large branch.
 - Next steps: LAC will continue to study feasibility of operating 2 branch. Follow-up to assess how Pacifica can operate 2 libraries. Funding is for staffing of one library.
 - David asked for volunteers to be LAC liaisons since as EDC Chairman his responsibilities are increasing/
 - For now, David will continue to be our LAC liaison.

- Sam volunteered to be the Palmetto project liaison.

Staff Communications:

- Sue updated the team on the Ohlone-Portola celebration and planning. Would like the committee to be involved in the planning and figure out what Pacifica can do to promote and participate.
- County started a historical trail events. Sweeney ridge is most requested visitor site from all around the world.
- Mike Perez wants to come in and present to the committee about how they plan to promote Portola Ohlone Celebration. Need to put him on the March Meeting Agenda.

- Lorenzo provided an update on the Economic Development Manager position. Today held interviews and narrowed it down to a few candidates. Would like to have Sam and David meet with candidates to get a feel on fit in terms of philosophy, etc. Hope to have someone on board by March.

Meeting adjourned 8:06pm. Kevin motioned for meeting adjournment. Sam seconded.

Follow Up Items:

Action Items:

1. **Lorenzo:** will check with City Attorney on sub-committee meetings.
2. **Sub-Committee Members:** Need to evaluate effort and prioritization of ideas. Come to March meeting with a well-defined problem statements.
3. **Lorenzo:** will ask someone from Engr/Planning/Finance to provide an overview of permit process including zoning, fire inspection, and obstacles. Plan to have on agenda for March EDC meeting.
4. **Lorenzo** to schedule meeting with Sam and David to meet with EDM candidates.
5. **David/Sam?** Schedule Mike Perez for March Meeting to present how they plan to promote the Portola event.
6. **Sue** sent email to planning to get documentation on step-to-step guide to open a new business in Pacifica. (Done).
7. Need to check with the Chamber of Commerce to see if they have a guide for how to open a business in Pacifica.
8. **David/Sam?** Engage the committee members who were not present in today's meeting to sign up for sub-committees. Do we wait till March??
9. **David** move "Assist with finding and Marketing Potential Hotel Sites for ToT" under the business development column.