



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, January 17, 2017, 6:00 PM**  
**Traveler, 5450 Pacific Coast Hwy, Pacifica, CA 94044**  
**Courtesy of Julie Cox, Business Owner**

**The objectives of the Economic Development 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..." City Council Resolution 27-2011, July 11, 2011.**

1. Call to Order, Welcome and Introductions
  - a. Members: Peter Menard, Brent Shedd, Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Joves, David Leal, Victor Spano
  - b. City Council Liaisons: Sue Digre, Mike O'Neill
  - c. Staff Liaison: Anne Stedler
  - d. Guest Speakers: Pedro Point Businesses
    - i. Pacifica Chamber of Commerce CEO Vickie Flores,
    - ii. EDC Web Presence Volunteers: T Sollars, L Allen, E Harris
2. (5 min.) Approval of December Meeting Minutes
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (5 min) Economic Development Manager Report, Anne Stedler
  - a. "Retail 101"
  - b. SBDC Support & Streetscape Info Kick-off
5. (20 min.) Conversation with Pedro Point Businesses

6. (5 min) Chamber of Commerce Report
  - a. Vickie Flores, Chamber CEO; Victor Spano, EDC & Chamber Board Member
  
7. (20 min) EDC Priorities Planning – Part 1
  - a. Proposing Committee Priorities (Palmetto Outreach, ED Portal, Digital Presence, Physical Signage, Business District Focus)
  - b. Meetings with Anne or Work Chair
  
8. (2 min) Appreciation
  
9. (2 min. ea.) Oral Communication from the Public at Closing
  
10. (10 min) Oral Communication from the Committee
  - a. Updates and reports from liaisons to Library Advisory Committee (LAC) and Mural Subcommittee
  - b. Topics for Future Meetings (see below)
  
11. (2 min.) Upcoming Meetings FYI
  - a. February 14, 2017, Place TBD
  - b. March 7, 2017, Place TBD
  
12. Adjourn

#### Topics for Future Meetings

1. Sporting Events in Pacifica (Victor Spano)
2. Signage (TBD)
3. Airbnb / TOT, Uber (TBD)
4. Support of Businesses During Disruption / Crisis (TBD)
5. Roles and sensitivity in conversation and meetings
6. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd)
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)



# DRAFT

## CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday, December 13, 2016, 6:00 PM

Sans Souci Workroom & Lighting Restoration at 2027 Palmetto Ave, Pacifica  
Courtesy of Cecelia Lindo & Nick Correnti, Business Owners

The objectives of the Economic Development 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..." City Council Resolution 27-2011, July 11, 2011.

Present: Peter Menard, Brent Shedd, David Leal, ~~Dave Jones~~, Jim Heldberg, ~~Victor Spano~~, ~~Tonia Boykin~~, Kevin Cubba, Matthew Dougherty, Samantha Hauser

Council Members: Sue Digre

Staff Liaison: Anne Stedler

Guest Speakers: None

Host: Cecelia Lindo and Nick Correnti, Owners of Sans Souci Workroom and Restoration Lighting, respectively.

### 1. Call to Order, Welcome and Introductions

Peter called meeting to order at 6:12PM

Peter thanks Cecelia for hosting the EDC

Peter pointed out that the City Council's mandate for the EDC is at the top of the agenda now. Mayor Digre thanked him.

New member (Samantha Hauser) and re-appointed member (Peter Menard) introduced themselves.

Brent, Kevin, Matt, Sue, Jim and David L introduced themselves

### 2. Approval of October Meeting Minutes

# DRAFT

Item 3 (Oral communication) and item 5 were moved up on the agenda ahead of minutes.

Passed unanimously

3. Cecilia asked about the Palmetto Project  
Public Communication closed.

5. Conversation with Sharp Park Businesses:

Anne provided brief update on Palmetto project in response to Cecelia's question under item 3, above.

Key issue in the next phase of the Palmetto Streetscape is how much the bid price from construction contractors varies from the nearly \$3M budget. Bids are expected during first quarter 2017. The City is hoping for a competitive bid, but knows the construction industry has lots of work at this time, and contractors are in demand.

Anne reviewed the 2212 Beach Boulevard project - City council has approved developer in September. Exclusive agreement to negotiate is now being prepared and will come back to the City Council. Expected to have entitlements done first half of 2018, with California Coastal Commission review following.

Cecilia Lindo commented on her view of business and Palmetto – most customers for their business are not walk-in, but she would like to see much more traffic and activity along Palmetto. Her business is mostly word of mouth referrals.

She has seen improvements on Palmetto over the years. She has no major worries in this location. Business is doing well, and she is glad to be both living and working in the community.

Peter Menard – lessons learned for opening a business here?

Cecilia Lindo – Having perseverance to keep going when the business

Nick Correnti – clients compliment the location and scenery at their location

Peter Menard – do you know other business owners? How do you organize a business association?

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Cecilia Lindo – there is no merchants association. Without one, communication is tough. She would be a fan of having a merchant association.

Matthew Dougherty – do you have different challenges than Manor Shopping Center?

Cecilia Lindo – yes, a lot less foot traffic on Palmetto than at Manor.

Samantha Hauser – safety or security concerns?

Cecilia Lindo – flower boxes have been knocked over. Working late, plate glass window was broken in the shop next door. Now that alcohol-serving establishment down the street is gone, no issues, no lingering.

Matthew Dougherty – was it easy to open a business in Pacifica?

Cecilia Lindo – easier than San Francisco.

David Joves – what would it take to get a design center in Pacifica?

Cecilia Lindo – different markets; significant consumer money is needed to support a design center.

Brent Shedd – businesses in Pacifica experience a location perception challenge

Cecilia Lindo – location near the beach is desirable for her business

Peter Menard – if a restaurant is interested in opening on Palmetto, what is the timeline

Anne Stedler – depends on how the business which goes into an establishment wants to operate. If there is an extensive amount of work to upgrade an existing building for restaurant operation, that would extend the timeline.

Peter Menard – if someone chooses to expand, they are responsible for parking. Parking is tied to square footage.

Kevin Cubba – is parking tied to type of restaurant, also?

Anne Stedler – yes

Brent Shedd – do parking requirements change in a Downtown district rather than other locations?

Anne Stedler – yes/

(David Joves arrived at 6:25pm)

## 6. Oral Communication from the Public at Opening

Brent Moved, David L Seconded

Passed unanimously, Sam abstained

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7. (5 min) Economic Development Manager Report
  - a. Anne Stedler, Economic Development Manager
    - i. Retail 101: EDC as hosts with invited guests
    - ii. Palmetto: SBDC Support & Streetscape Info Kick-off: January date

Anne Stedler – proposal to invite a retail district expert to come speak to the EDC at a public meeting.

The EDC has raised thoughtful questions about the type of retail appropriate to a retail district, and what would be successful on Palmetto. We have asked an expert in this area to ground us in basic information on retail and retail districts.

There are many parts to making retail successful. As a result the staff work on Palmetto includes several initiatives.

The city is also currently evaluating the zoning code as it would affect possible future buildings on the vacant lots on Palmetto. The lots are of varying sizes and shapes, which are sometimes challenging to build efficiently, and the owner is required to provide parking. Although parking requirements can sometimes be waived, that is not a great idea when there is already little parking for nearby residences.

Brent Shedd – has this taken into account the future of driving and decrease of need for parking to retail. Do we have the authority to recommend an alternative to the parking requirements?

Peter Menard – There are a couple of ways our work can move forward. The City could suggest projects and retail that would work here. We could become fluent in the details and work with business owners toward results that would be welcomed.

Anne Stedler – as a result of studying these issues and specific properties, we hope to find a sound direction. Where it fits the EDC mandates, the EDC should weigh in and comment.

What does it mean to become a retail street? Palmetto is missing many characteristics that other districts have. 4<sup>th</sup> Street in Berkeley is an excellent example. Such locations are a potential field trip for the EDC.

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Brent Shedd – We have to find our approach, and address the negative perception of Pacifica as a place to do business. We want to increase not lose opportunities.

Peter Menard – How do we come together with other committees and organizations?

Anne Stedler – Palmetto is mandated in the General Plan to be Pacifica's Main Street.

Brent Shedd – Residents and businesses are discouraged by talk and are looking for action.

Jim Heldberg – Need to promote the location of Palmetto and proximity to the Ocean.

Anne Stedler – City Hall is currently working on many of these pieces currently and is proposing to address several of these with a retail discussion.

Peter Menard – Where does the EDC have influence? We have individual talents and have opportunities to put pieces in place to advocate for the goals we want to accomplish as the EDC.

Anne Stedler – My proposal is that the EDC hosts a presentation on retail that will help us understand how to think about retail. It should welcome the public, because lots of people have questions about this.

Palmetto is in a 'start-up phase as a retail street, and it will help us to understand the possible lifecycle of a retail district.

Kevin Cubba – Many smaller businesses opening up around Pacifica, ideally they would cluster on Palmetto.

Anne Stedler – Traveler is a great example of a small business opening in Pacifica. Grand opening was early December. Mix retail goods, books, camping, blankets, surf boards, and sells local Pacifica products – knitted caps made by a resident, and ceramic ware by Yonder's Linda Fahey. The owner has a surfing club where surfers can rent a space to store their gear, and where they can shower and get warm after surfing. The store also offers Yoga classes and a Film Series. They have had good customer responses.



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Kevin Cubba - Table Wine had a similar event and they cross sold the evening of the movie event.

Peter Menard – Pre-requisites for space and the people, space is the larger problem.

Brent Shedd – Planning and zoning are critical to success on Palmetto.

Anne Stedler – I have spoken with colleagues to understand commitment to retail on Palmetto and they are committed; it is a stipulation of the General Plan.

Peter Menard – We need to have the expertise and forum to start conversations with the community to educate and get behind the investment in Palmetto as well as other projects.

Sue Digre – Sees frustrations with revolving committee members, new council and was on council when the EDC was established. Doesn't feel the need for a finished project, wants suggestions to council based on what the city should be doing, fairly quickly. Wants to see Palmetto improvement done, has 2 years left on council. Unless it is administrative, decisions will need to go to council. WSP area has significant history and that is not a topic talked much with the EDC. Big fan of public forums are the fastest way to get feedback from the community.

Peter Menard – Action Items:

Does EDC support a Retail presentation?

Vote – Unanimously Passed to host event

EDC would prefer to have this in addition to a scheduled meeting.

Anne Stedler – During our outreach walks for the Palmetto streetscape, merchants seemed ready for group meetings. The kickoff would include Public Works for the streetscape, and the San Mateo Small Business Development Center for business readiness and technical support. Both efforts support small businesses. SBDC offers 1-1 consulting for any aspect of business that they may want to work on.

EDC could host the Streetscape mixer and Cecilia has offered her space for this type of meeting. Next step: Anne to get back to us with details.

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Paula Mattison Sierra and Robert Shoffner of the SBDC, are both expected.

## 8. Conversation with Sharp Park Businesses

## 9. Chamber of Commerce Report

- a. Vickie Flores, Chamber CEO; Victor Spano, EDC & Chamber Board Member

Item tabled since both Vickie Flores and EDC member Victor Spano have another commitment for the Chamber tonight.

## 10. EDC Chair and Vice Chair Elections

- a. Goals and expectations

Peter Menard – Clarity on responsibilities. Running the meeting needs to respect the Brown Act. The committee has gone through various changes throughout the years. As chair, felt a sense of having the committee develop a positive, engaging, relationship building approach.

- b. Vote

Kevin Chair, Chair and David Leal Vice-Chair  
Abstain – Kevin, David and David Leal

## 11. EDC Priorities Planning – Part 1

- a. Proposing Committee Priorities (Palmetto Outreach, ED Portal, Digital Presence, Physical Signage, Business District Focus)
- b. Disband Palmetto Outreach Subcommittee.
  - i. Jim moves to disband, PM seconds, approves unanimously.
- c. Meetings with Anne or Work Chair

## 12. Appreciations

Peter Menard – letters and books available for signing: letters to thank business owners who have hosted our EDC meetings, and books to thank those who have served the EDC. . Letter provided to Cecilia and Nick. A book is to be given to Sue Digre as well as Karen, Toni and Anne.

## 13. Oral Communication from the Public at Closing

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Cindy Abbott – Community owns the planning process through the General Plan. Would like to know the progress on the current General Plan update. The recent election on local issues proves that the community needs to be educated on the effort on Palmetto, including the Library. Much more community outreach is needed to get the community to champion these investments. The community at large does not get it based on the recent election and what happened with the library.

Objective three of the Pacifica EDC addresses marketing. The EDC may want to market a similar way that non profits do. Story about Sans Souci as well as Traveler and promoting these stories in some way to attract other businesses.

Nick Correnti – I like seeing the collaboration this evening.

Cecilia Lindo – I like the discussion of the marketing effort and how we need to leverage the beach town aspect in bringing people and businesses.

## 14. Oral Communication from the Committee

- a. Updates and reports from liaisons to Library Advisory Committee (LAC) and other committees
- b. Topics for Future Meetings (see below)

Sue Digre – Would like to see Palmetto District include mention of history whenever discussed. Also Portola Discovery Anniversary is coming up.

Jim Heldberg – Nothing specific. Jim noted that discussion of Palmetto prompts a question about perhaps changing the name of the street.

David Leal – Library Advisory Committee offers nothing to report since the December meeting was cancelled due to lack of quorum. Council Reorganization is Wednesday (tomorrow) night.

Peter Menard – Mural subcommittee, report has been put together with roughly 30 sites.

Brent Shedd – Happy Holidays

Samantha Hauser – Eager to join sub-committees

Kevin Cubba – Interesting projects coming through Planning Commission

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