



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, March 7, 2017, 6:00 PM
Police EOC and Conf. Rm, 2075 Pacifica Coast Hwy, Pacifica, CA 94044
Courtesy of the Police Department

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: 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:
 - i. Pacifica Chamber of Commerce CEO Vickie Flores,
 - ii. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty
2. (5 m) Approval of February Meeting Minutes
3. (20 m) Work Task Reports; Desired Outcomes for 2017 Annual Report
 - a. Palmetto Outreach, Streetscape / Groundbreaking, David Leal
 - b. Digital Presence, Kevin Cubba
 - c. Staffing City Booth at Events, Jim Heldberg
 - d. Physical Signage: Rockaway Sign, Anne Stedler
 - e. Consider/designate Liaison to PB&R Commission & Mural Subcommittee

4. (5 min) Review Topics for Future Meetings, David Leal and All
5. (5 min) Economic Development Manager Report, Anne Stedler
6. (5 min) Chamber of Commerce Report
 - f. Vickie Flores, Chamber CEO; Victor Spano, Chamber Board Member
7. (2 min. ea.) Oral Communication from the Public at Closing
8. (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)
9. (2 min.) Upcoming Meetings FYI
 - a. Tuesday, March 21, 2017, Rotary Welcome Mixer, Traveller
 - b. April 11, 2017, Place TBD
 - c. May 9, 2017, Place TBD
10. 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)