



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

**Tuesday, May 10, 2016, 6:30 PM
SANCHEZ ART CENTER
220-B Linda Mar Avenue**

1. Call to Order
 - a. Members: Peter Menard, Brent Shedd, Matthew Dougherty, Jim Heldberg, Kevin Cubba, Victor Spano, David Joves, David Leal, Tonia Boykin
 - b. City Council Liaisons:, Sue Digre, Karen Ervin
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Sanchez Art Center Executive Director Cindy Abbot, Pacifica Chamber of Commerce CEO Vickie Flores
2. (5 min.) Approval of April 12 and 19, and March 7, 2016 Minutes
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (8 min) Economic Development Committee Annual Report
5. (45 min.) Guest Presentation – Cindy Abbot, Executive Director of Sanchez Art Center
6. Work Group Reporting
 - a. Palmetto Avenue Business Outreach – David Leal
 - b. In Pacifica – Brent Shed
 - c. Web Presence – Kevin Cubba (excused absence)
 - d. Data Gathering – Peter Menard
7. Chamber of Commerce Report – Vickie Flores , Chamber CEO
8. Economic Development Manager Report
 - a. Budget Update

9. (2 min. ea.) Oral Communication from the Public at Closing

10. Oral Communication from the Committee
 - a. Updates and reports from liaisons to other committees
 - b. Topics for Future Meetings (see below)

11. Next Meetings for EDC Members
 - a. Next EDC Meeting Date: **June 14, 2016 – TBD**

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) – fact sheets
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

April 19, 2016
Pacifica Police Station, 2075 Coast Highway

Present: Toni Boykin, David Leal, Brent Shedd, Peter Menard, Anne Stedler, Dave Joves;

Council members: Karen Ervin arrived at 6:50. Sue Digre was excused.

Absent: Matthew Dougherty, Jim Heldberg, Victor Spano.

Staff: Anne Stedler

1. Call to Order

Chair Peter Menard called the meeting to order at 6:39 pm

Peter Menard introduced newly appointed EDC member, Toni Boykin. Ms. Boykin described some of her long-standing experience in Pacifica as a business owner in three retail districts over time and as a resident. Toni stated her interest in making sure that Manor Shopping Center was fully included in the opportunities the EDC considers. And that it is unique because many property owners are also business owners.

2) Approval of the April 12 Minutes.

Brent Shedd moved to table approval of minutes, Dave Joves seconded; unanimously approved save one abstention by Toni Boykein.

3) Oral Communication from the Public at Opening.

None.

4) Work Groups for In Pacifica and Web Presence

Peter Menard asked each work group to state their goals for the meeting to allow the group to determine whether work groups should meet separately or sequentially to allow more participation. The goals stated were:

- In Pacifica
 - Brent Shedd expressed a goal to identify types of business for Palmetto by imagining what would create a “main street experience.”
- Web Presence
 - Guest Therese Sollars expressed the goal to develop a work plan and set of deliverables for the web presence project.

Web Presence

- Therese Sollars presented a web presence strategy document that was informed by Anne Stedler’s spreadsheet of potential web content for an Economic Development Website. Intended audiences include visitors, residents, businesses.

- The group discussed the role such a website could play addressing skepticism about economic development efforts. The website would be one of a set of sites including city, chamber, etc. Ms. Sollars walked the group through the work process involved and steps towards delegation of tasks and recruitment of talent. Brent Shedd and Anne Stedler provided description of movement towards a city “style guide.” Ms. Sollars suggested brainstorm card sort activity to define work plan targets. Mr. Shedd suggested defining clear website mission to differentiate it and lay out parameters and suggest putting together a “Pacifica digital council” to spearhead online presence issues.
- Actions proposed by group:
 - Detail network of “sibling” sites and possible role delineation
 - Website sibling possibilities: Chamber, City, Visit Pacifica, Opinion sites, etc.
 - Continue to coordinate with progress towards style guide
 - Brainstorm and prioritize information architecture and content development tasks
 - Find models of ED sites and information on impact

In Pacifica

The group brainstormed of possible types of businesses that would add value to Palmetto and develop its identity as a “main street”: (what’s there and what to add)

- Range of restaurants and cafes (wine bar) - full scale
- Gift shops
- Boutiques
- Crafts
- Art galleries
- Book stores
- Ice cream
- Clothing
- Toy store
- Cole hardware
- Truckee Ace Hardware!!! (specialty general store with locally sourced products)
- Antique/collectibles stores
- Surf shop
- Brewpub
- Salt water taffy
- Bike shop/rentals
- Golf shop
- Pet store
- LIBRARY!
- T-shirt shop

Brent described the desired outcome of efforts would be to detail a “magic mix” of businesses that would serve residents and visitors alike, one that addresses what business works next to what businesses to provide an ideal experience to the resident and visitor.

The group identified prerequisites for a successful Palmetto as an economically vibrant “main street”:

- Parking nearby without impacting residential streets
- Potential alleys for business services
- Excellent signs directing traffic
- Creating collaboration among property owners

5. Oral Communication from the Public at Closing:
None.

6. Comment from Members:

Dave Joves: Commented that the committee discussion was good. He stated that property owners are key to involve due to the scale and timeframe of their investment.
Karen Ervin welcomed Toni Boykin to the EDC.

7. Meeting adjourned at approximately 8:30 pm

8. Next Meeting: May 10 at the Sanchez Art Center.

The meeting will start at 6:30 and EDC members are encouraged to arrive by 6:15, allowing plenty of time to become acquainted with the new meeting venue.

DRAFT

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

April 12, 2016
Pacifica Police Station, 2075 Coast Highway

In attendance were members: Peter Menard, Kevin Cubba, Brent Shedd, Matthew Dougherty, David Leal, Dave Joves, Jim Heldberg, Victor Spano (8). Dave Joves arrived at 6:57 pm.

Council members: Sue Digre; Karen Ervin had asked to be excused in advance.

Guest Speakers: Chamber of Commerce CEO Vickie Flores

Staff: Anne Stedler

Absent: None

1) Call to Order

Chair Peter Menard called the meeting to order at 6:06 pm.

2) Approval of the March 8, 2016 Minutes (Attachment 1)

Action was tabled until the May 10 meeting when the draft minutes will be available.

3) Oral Communication from the Public at Opening

None

4) Economic Development Manager Report

The Chair asked for a motion to move the E D Manager Report to Item 4 because it provided background for the breakout sessions later in the meeting. Moved: Kevin Cubba. Seconded: Victor Spano. Approved unanimously.

Background and Sequence:

- Attachment B of the March 28, 2016 City Council staff report on the status of the 2212 Beach Boulevard developer selection process is distributed to each EDC member and audience member for reference in this update.
- In 2010 the City Council directed staff to prepare deliberate, comprehensive pre-development planning for the site at 2212 Beach Boulevard. It involved market and site analysis and a concept plan, and public meetings. The result of this work is available for EDC members to review at the meeting, as prepared by the Leland Consulting Group. In 2012 and 2013 the Environmental Impact Report for the proposed project, and the General Plan and Zoning for the project were approved by the City of Pacifica.
- Given this history, the current work is a continuation of the development process started in 2010. Specifically, City Council identified the Beach Boulevard project as its second priority for 2015-16, and in October 2015, approved the criteria for selection of a developer.

Selection Process has Two Phases:

- Developer selection is a two-phase process. The Request for Qualifications (RFQ) identifies qualified applicants based on past projects. A summary of this information is provided in Attachment B that is provided to EDC members for reference. The photos included here are of past projects, and provide information on an applicant's capacity and experience. These photos are not proposals for the 2212 Beach Boulevard site.
- The proposal phase is initiated by a Request for Proposals (RFP). That phase is underway now and proposals are due back to the City April 29, 2016. Six applicants are developing proposals.

What is Learned in the Request for Qualifications Phase?

- Brent Shedd asked whether the existing city-owned pump station (fronting Montecito) is included in the proposals. Anne Stedler responded that there are no submitted proposals yet, but all proposals are required to accommodate the existing pump station, and the existing public parking that fronts Beach Boulevard.
- Jim Heldberg asked whether the proposed Library is part of the project. Anne Stedler responded that the Library and the hotel have to be coordinated so the finished developments fit and function well together, but the City is responsible for the Library including its funding, while the selected applicant is responsible for financing and building the hotel.
- Anne Stedler pointed out that the photos in Attachment B include those from one applicant, A F Canta, who has been interested in the 2212 Beach Boulevard site for several years, having been introduced to it by Victor Spano at that time. As a result that developer has presented photos at the RFQ phase that are intended to address the Beach Boulevard site specifically.
- Anne Stedler then commented on the range of qualifications and work done by the applicants.
- She also pointed out that, as a group, these applicants are individual business entities, not typical corporate entities which have established goals and site requirements. As a result these applicants can be pioneering. An example of this is the practice among many of them to incorporate custom design into their hotels – a practice that results in designs specific to a property that meet and exceed the corporate standard of a hotel franchise agreement. Finally, the applicants typically build and hold their investment. Therefore, they tend to take a long-term view of the property, which can be well – aligned with the City's and community's long terms view.

Hotel Market Demand and Further Committee Questions

- Jim Heldberg asked how many potential applicants had inquired about the RFQ. Stedler answered over 20.
- Mr. Heldberg pointed out that the Ritz Carlton in Half Moon Bay has been successful, and Beach Boulevard is even closer to San Francisco than that property.
- Peter Menard asked what are the potential concerns and hurdles that have to be considered and addressed, such as the question of sea level rise.
- Anne Stedler answered by referring the EDC to the recent Tribune column from City Manager Lorie Tinfow addressing sea level rise. The City is working on this issue with multiple agencies and jurisdictions, both in conjunction with the El Nino storms of 2015-16 and the formal San Mateo County planning efforts.

- Stedler went on to say that the California Coastal Commission adopted Sea Level Rise Guidance in August 2015 that the selected hotel applicant will have to address in the analysis of the site.
- One EDC member asked whether a new hotel at Beach Boulevard, and the new hotel proposed at the Quarry, might be helpful or harmful to the existing hotels in Pacifica.
- Anne Stedler responded by saying that the hotel expert the City hired to address industry issues, indicated that, in the present market, additional new hotel rooms that increase the variety of price points and accommodations will strengthen Pacifica's visitor economy. More customers are likely to consider staying here and will have more choice when they do. If the new hotels are brand hotels with reservations systems and loyalty programs, they will help market Pacifica. This market assessment is supported by the existing hotels, two of which are considering or actively involved in expansion. As a result, our best information is that even two new hotels, could be a good way to strengthen the local economy, and are not expected to harm the existing hotels.
- Matthew Dougherty asked: An additional hotel is considering expansion Stedler responded, yes, and that the concept is that more Pacifica hotel rooms positions the local hotel owners to capture a larger share of the robust San Francisco area hotel demand.
- Victor Spano asked whether this kind of growth in Pacifica's market might encourage existing hotels to make improvements to compete.
- Anne Stedler responded that, at the owner's discretion, upgrades could occur. Further, upgrades could expect since hotels often renovate and upgrade their furnishings on a regular schedule to maintain their competitive position and to meet their franchise requirements.
- Brent Shedd asked about the mix of uses, and Stedler responded that all have hotel uses (as required by the RFQ) but only two Qualification submittals (not proposals) suggested adding residential uses. Several included restaurants, and a few added retail, too.
- Brent Shedd asked about the height limits on the site. Stedler said it was expected to be limited to 35' and 45'.
- Matthew Dougherty asked about two of the City's questions that RFQ applicants had to answer: "Would you consider phasing the hotel construction?" and "If a podium was chosen for all or part of the site, could it be engineered and built in phases, and is that financially feasible compared to building it all at once?" Stedler explained that the developers responded that one phase is preferable to two, and that most stated that a podium construction could help address parking and the varied elevations at 2212 Beach Boulevard.
- Jim Heldberg commented that he was pleased that Pacifica was sufficiently attractive that the Peebles Corporation applied. He remarked that the merits of this or any proposal was still to be seen.
- Heldberg also asked how the Quarry proposal for a hotel might affect this idea of a hotel for 2212 Beach Boulevard. Stedler answered that most hotel experts felt that the Quarry, with greater land and open space, was a good setting for a resort – type hotel, while the Beach Boulevard project was a more "in town" hotel site that would operate in conjunction with Palmetto Avenue's proposed main street character.
- Anne Stedler added that these questions are helpful, and show the range of information people want. She encouraged EDC members to share information and to invite friends and neighbors to ask the City for information. Anne mentioned the "Let's Connect" card sign-ups as one way.

- Peter Menard asked whether it was reasonable to think that a private owner of the 2212 Beach Boulevard site might well be equipped to take action requiring sea level rise. Stedler said that was a good point.
- Brent Shedd asked when the hotel development could become a reality. Stedler answered that 2019 might be the “best case” date for ground breaking. That assumes selection of one applicant, completing planning approvals which will require updated CEQA review, and then completion of construction drawings and construction itself.
- David Leal asked whether revenue from the sale of the city property would be known this summer. Stedler said that the proposals will include the applicant’s offer for purchase price and terms. Negotiations will follow that proposal.
- Dave Joves asked whether the City had commissioned an appraisal. Stedler said, no, and that the City is selling based on both purchase price AND the benefits of the hotel to the community and the “main street” character of Palmetto, the local economy and the city.
- Jim Heldberg asked what preparation staff gives to the questions that could be raised by members of the community. Stedler answered that a city always needs to look at the proposed project from all points of view. The California Environmental Quality Act (CEQA) is a good example of a public process that requires that many aspects of a project are carefully reviewed before approval.

4. Work Groups Reporting

Palmetto Business Visits:

Chair Peter Menard stated that David Leal is moving to the Library Advisory Committee, so the Palmetto Outreach Committee is in need of a new Chair. Please let Peter know if you are interested. Anne Stedler confirmed that the Palmetto Business Visits are scheduled for 4/13 at 3 pm and again 4/27 at 1:30 pm.

In Pacifica:

Brent Shedd reported that the Style Guide process is moving forward with more information to come. Chamber has “In Pacifica” calendar; and has measured real, feet on the street visitor traffic increases of 20% year over year for the months of February and March.

Web Presence Recommendations:

Kevin Cubba reported on the work volunteer Therese Sollars is doing detailing the potential structure and content for the web recommendations. Kevin presented a conceptual component that presented the history of Pacifica through to the present expectations for improvements underway now.

5. Chamber Update by Vickie Flores, CEO of the Pacifica Chamber

City is member of Chamber now.

Mixer 4/29, 4-7pm, at Surf Spot

Taste of Pacifica will be held 6/4, from noon-3, at Surf Spot OUT OF DOORS! Giants tickets will be auctioned off.

On 6/18, the Chamber is joining “cops and kids,” a multicounty event hosted here in Pacifica, Vickie Flores mentioned the Chamber’s placement of ads in large publications, e.g., Warriors yearbook and others.

Hotel reservations going way in advance: Vickie Flores: one stop web connection to links for hotel reservations.

In response to a question about how the Chamber is measuring traffic, Vickie Flores explained the measurement is:

- use of rate increase of collateral (materials) going off shelves and
- Lodging room sales increases. More requests from businesses for collateral. More visits directly to Chamber.

Pacifica staged to have a construction "spurt." Construction impacts businesses. Need plan to mitigate negative impacts. Want documents to provide businesses to describe potential actions.

When asked what is bringing the increased foot traffic, Vickie Flores answered: "Some came to see effects of El Nino storms, but many others come to be near the ocean."

When asked about the value of Open Table for Pacifica restaurants, Vickie Flores stated that Open Table is applicable only for restaurants that take reservations. One EDC member said that

Flores also stated that members get webpage and tech support service. The Chamber is ramping up a suite of services and this will be part of it.

6. Oral Communication from the Public at Closing.

None.

7. Oral Communication from the Committee.

None

8. Next Regular Meeting will be held at the Sanchez Art Center on May 10, 2016. The meeting

will start at 6:30 pm but Chair Menard asked members to arrive by 6:15.

9. Adjourn: 8:08 pm

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

March 7, 2016
Pacifica Police Station, 2075 Coast Highway

In attendance were members: Kevin Cubba, Matthew Dougherty, Jim Heldberg, Dave Joves, David Leal Peter Menard, Brent Shedd and Victor Spano.

City Council Liaisons: Sue Digre and Karen Ervin.

Guest Speakers: Chamber of Commerce CEO Vickie Flores

Staff: Anne Stedler

Absent: David Leal was excused; conflict due to late change of the EDC meeting day.

1) Call to Order

Peter Menard called the meeting to order at 6:10 pm.

2) Approval of the December 8, 2012 Minutes (Attachment 1)

Jim Heldberg moved to approve. Kevin Cubba seconded the motion. Aye: 6; No: 0; Abstain: 1 (Brent Shedd due to excused absence in February).

3) EDC Appointments t two new committees: (Peter)

a. David Leal has agreed to serve on the Library Advisory Committee

b. Peter Menard has agreed to serve on the Beautification Mural Subcommittee

There was brief notice that the EDC discussion over the past year included the idea of focusing our recommendations to achieve some recognized impact. This is a key idea behind In Pacifica, and the Committee effort to pain utility poles instead of utility boxes (which are painted in so many cities). It was suggested that Peter watch for the application of these ideas in the Mural Subcommittee.

4) Oral Communication from the Public at Opening

None.

5) Work Group Break Outs Sessions

6) Reporting after Break-Out Sessions

a. Brent Shedd addressed the recommendation for a Style Guide, explaining that it defines basis elements of print and signage communication: including font and colors that allow communication to be consistent and cohesive. Ideally, it reflects who we

are and what we are about. Since Pacifica has never had this basic direction, signage and print communication is “all over the board” with no consistency. As a result, when Brent was attempting to draw up a signage recommendation to support In Pacifica, he had no starting place. Brent pointed out that if it is done well, it communicates. People realize the communication is well done and the organization behind the communication knows what its benefits are.

Jim Heldberg responded that this is a good idea. We have 9 neighborhoods in Pacifica, and key locations, like the civic center or the Pier and we want some kind of communication through good signage for each.

Brent pointed out that a style guide doesn't result in signage or any other final product, but it establishes the basic look and color of a consistent communication program. Then the sign designer, or the designer of a web site or a newsletter can use that basic look.

Discussion clarified that the EDC role was to recommend that the City develop a style guide and the City is now reviewing the proposals that. Brent's effort on behalf of the EDC was to seek proposals at a very low rate from three firms. Two of those responded and submitted to the City.

Peter raised a point that format of communication affects accessibility. The more consistent, the more intuitive, the more accessible communication is, the easier it is for the population at large to understand and relate to it. Sue agreed.

There was discussion about how these basic elements could be developed and what the decision process would be to approve the style guide. Anne explained that the EDC role was to recommend, and the decision to proceed fell to the City Manager.

- b. The focus on the Web Presence the critical need to keep content fresh and useful to readers. The committee commented on the usefulness of the Devil's Slide Trail.org web site, its focus, its information. Perhaps there is a way to reach the decision makers on web sites like this with recommendations on who Pacifica can be represented on the site.

7. Oral Communication from the Public at Closing
None.

8. Oral Communication from the Committee

- a. David commented on the Montara Mountain Run and the opportunity it presented to create awareness and interest in Pacifica. He cited statistics of 300+ participants, a variety of races, and a geographic draw that included people from New York. This is an event that is staged annually.
- b. There was discussion about reconsidering a food truck event like off the grid, and that the Victor mentioned the Chamber of Commerce discussion included this possibility.

11. Next EDC Meeting Date
March 8, 2016

12. Meeting Adjourned
8:15 pm

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