

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 Boykin.

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.