



## 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 and 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, Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, Dave Joves, David Leal. David Joves arrived at 6:25pm and departed at 8pm, excused absences).

Absent: Victor Spano, excused.

Council Members: Sue Digre

Staff Liaison: Anne Stedler

Guest Speakers: None

Host: Cecelia Linda 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.

Peter acknowledged newly appointed member, Samantha Hauser, and re-appointed member, Peter Menard, and they introduced themselves. Brent, Kevin, Matt, Jim, David L. and Sue, introduced themselves.

2. Approval of October Meeting Minutes

Peter proposed to move Items 3 (Oral communication) and 5 (Conversation with Sharp Park Businesses) up on the agenda ahead of minutes. Passed unanimously.

3. Oral Communication from Public at Opening

Cecilia – asked about the Palmetto Project

Peter – recommended responding to Cecelia's question by addressing Item 5 next.

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 customer 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.

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

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?

Cecelia 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?

Cecelia Lindo – it is easier than in San Francisco.

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

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

Brent Shedd – businesses in Pacifica experience a location perception challenge

Cecelia 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 – 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.

**2. Approval of October Meeting Minutes**

Brent Moved, David L Seconded

Passed unanimously, Sam abstained

**4. 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 question 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 land 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 the results that would be welcomed.

Anne Stedler – as a result of studying these issues and specific properties, we could 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.

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 business 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 and is proposing to address them in 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 including 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.

Kevin Cubba – TableWine Merchant had a similar event and they cross sold the evening with Traveler’s movie event.

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 projects, 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. The West Sharp Park (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 many business topics to meet individual needs. 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 the details.

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

#### **6. 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.

#### **7. EDC Chair and Vice Chair Elections**

- a. Goals and expectations

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

- b. Vote: Kevin Chair, Chair and David Leal Vice – Chair  
Abstain – Kevin, David and David Leal

#### **8. 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.  
Jim moves to disband, Peter seconds, approved unanimously.
- c. Meetings with Anne or Work Chair

#### **9. 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.

Anne – offered a personally selected gift to each person present in honor of their work on behalf of Pacifica. Each gift represents a Pacifica craftsman, retailer, or non-profit organization – showing the wide range of products available in town.

**10. Oral Communication from the Public at Closing**

Cindy Abbott – Community owns the planning process through the General Plan. Cindy 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 efforts 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.

**11. 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

**12. Upcoming meetings**  
No discussion

**13. Adjourn**