



CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, March 10, 2015

6:00 PM

POLICE DEPARTMENT CONFERENCE ROOM

2075 Coast Highway

1. Call to Order
2. Approval of February 10, 2015 Minutes (Attachment 1)
3. Ad Hoc Committee Reports & Discussion
 - a. Palmetto Ave. Activities
 - i. Palmetto Streetscape Presentation by Public Works Director Van Ocampo
 - ii. DRAFT Palmetto Design Guidelines
 - b. Special Event Process
 - c. Vacant Commercial Space
4. Topics for Committee Discussion and Possible Action
 - a. PG&E Utility Pole
 - b. Signage
5. Chamber of Commerce Update

6. Oral Communication from the Public
7. Oral Communication from the Committee
8. Topics for April Meeting
9. Next Meeting Date: April 14, 2015
10. Adjourn

Topics to be Scheduled

A running list of topics/projects not to be discussed on the current agenda but tracked by the committee for possible future consideration or action.

1. Preparation of an Annual Report to be presented to the City Council in September
2. Reorganization- Election of Chair/ Vice Chair (November)

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

January 13, 2015
6:00 PM
Police Station

In attendance were members: Brent Shedd, Linda Fahey, Peter Menard, Matthew Dougherty, Kevin Cubba, Jim Heldberg, Courtney Conlon, and Michael Varney.

Council members: Sue Digre, Karen Ervin.

Absent: Chris Porter Gabrielli

Staff: Lorie Tinfow, Lee Diaz and Mario Xuereb.

1) Call to Order

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

2) Approval of January 13, 2015 Minutes

Jim Heldberg and Kevin Cubba informed the committee of the misspelling of their names in the minutes and have been changed.

Kevin made a motion to accept the Minutes with the change listed above. Linda seconded. The motion passed with Courtney and Jim abstaining.

3) Discussion of Legislative Framework for Economic Development Committee

In follow up to the committee discussion and action taken last month, Lorie reviewed with the Economic Development Committee the following two documents:

- Municipal Code - Chapter 2 Commissions and Committees - Article 1 General Provisions.
Lorie refers to Section 2.2.116 of the Municipal Code covering Attendance of committee members as well as 2.2.119 explaining leaves of absence.
- City Council Resolution 33-2013
Lorie explained the general structure of the committee and outlined what the committee's responsibilities are to the City of Pacifica and the Community.

The Economic Development Committee was reconstituted in 2014 and requires a yearly report to City Council. This report is scheduled to be submitted in September of each year. The new committee member appointments will happen in the following month, October.

4) Discussion of Standing Committees vs. Ad Hoc Committees

- *A Pocket Guide to Open Meeting Law in California: The Brown Act*

In follow up to the designated subcommittees of less than a quorum established at last month's meeting, Lorie reviewed the Brown Act provisions related to creating subcommittees.

The type of committees established by the EDC seemed to fit the definition of "Standing Committees" and as such would have to be publicly noticed meetings with agendas, minutes, etc., and open to the public. These would require more staff resources than currently available.

Alternatively, the EDC could create "Ad hoc Committees," defined as single purpose and of limited duration (usually no more than 12 months) that do not require the same level of public noticing, etc.

Lorie suggested that the previously arranged subcommittees would need to be disbanded but that the EDC could create new "Ad Hoc" subcommittees that fit the description.

Kevin made a motion to disestablish the standing subcommittees. Linda seconded. Vote passed unanimously.

5) Review of Previously Set Economic Development Committee Priorities

- Drawn from the Economic Development Plan

Lorie brought back the set of recommendations included in the Economic Development Plan that were previously discussed by the EDC last year.

The Committee revisited priorities and categorized them under the following topics: Palmetto, Local Business, New Business, Tourism, Miscellaneous and Complete. The classifications can be found attached marked Exhibit A.

6) Topics for Committee Discussion and Possible Action

The Committee then added to their discussion and consideration of the following info:

- Special Events Process and Document
Linda discussed the need to develop a streamline and stress free process for people to hold public events in Pacifica such as sporting events, outdoor movie nights, etc.
- PG&E Utility Pole Art
No Update
- Palmetto Design Guidelines
The committee discussed plan guidelines created by the City. Lorie noted more work is needed on the guideline before they are ready for use.
- Palmetto Streetscape Plan – Phase I
Lorie informed the committee that the City was awarded a grant of \$1 million from City/County Association of Governments for this project. The grant requires a matching amount of \$114,700 from the City. The estimated cost of phase 1 was \$1.7 million. This amount is expected to have increased and a new estimate is being developed. She added that the Director of Public Works, Van Ocampo, was available to come to the following meeting to discuss and explain the plans in more detail if desired.

Following the discussion, the EDC formed Ad Hoc Committees (comprised of members as shown below) to research and develop strategy related to the following:

Palmetto: Chair-Sue, Members: Brent, Peter, Lorie

Vacant Commercial Space: Chair-Kevin, Members- Courtney, Karen

Special Event Process: Chair-Linda, Members-Michael, Matthew, Lee, Courtney

7) Chamber Update

Courtney briefed the committee about the Directory Campaign the Chamber is organizing ending May 1st. This campaign will allow all Pacifica businesses and opportunity to have a standard 3 line presence and representation by the Chamber of Commerce Directory for a fee of \$150 for a year. Courtney said this was a way to increase awareness for businesses as well as urge new membership to the chamber.

Upcoming events include:

Networking Event, March 25th @ Devil Slide Tap Room 5:30pm to 7pm

Networking Event, April 22nd @ Pacifica Batting Cages 5:30pm to 7pm

Taste of Pacifica, June 6th @ Nick's Restaurant

8) Oral Communications from the Public

Horace Hinshaw from the Pacifica Tribune informed the committee that he would like to run a story in the Tribune about the members of the committee to let the public know who they are.

Linette Morales of the Sanchez Art Center was in attendance and wanted to inform the committee that she is available to assist and discuss any topics that relate to the Sanchez Art Center.

9) Oral Communications from the Committee

Kevin brought some statistics on users of visitpacificacom.com. The pages with the highest traffic on the website are as followed in order starting with the most hits: Home page, Crabbing/Fishing, Beaches, and Trails. He also informed the committee of the IP locations and where people are using the page. San Francisco, Pacifica and San Jose were the top users.

10) Topics for March Meeting

Linda would like to discuss signage in Pacifica at a future meeting.

Brent would like an update next meeting on what progress all the committee members have made on their projects and Ad Hoc committees.

11) Next Meeting Date – March 10, 2015

Meeting Adjourned at 7:59 P.M

Exhibit A: Recommendations from the Economic Development Plan plus additions made by the Economic Development Committee in April 2014

Palmetto	Local Business		New Business		Tourism	Miscellaneous	Completed
Complete Improvements along Palmetto Corridor	Improve Signage @ Rockaway Beach	Support expansion of lodging rooms	Attract recreational business	Organize of vacant commercial spaces	Fund map & visitor info on chamber site	Support Eureka Square with mixed-use	Hire FT ED Coordinator
Improve communication with Palmetto Businesses	Establish Shop Pacifica Campaign	Continue funding offseason hotel stays	Attract more visitor serving retail to rockaway	Diversify economy & improve fiscal sustainability	Attract visitors to Pacifica	Establish Business Retention Program	Additional Assessment on the BID
Create Palmetto Specific Plan (to guide development)	Pacifica Billboard for advertising	Brand Rockaway as Food/Lodging destination	Attract more visitor serving retail to rockaway beach	Expand BID to include retail/restaurant	Attract special events	Partner with Quarry Owner	
Prepare General Plan Economic Development Element	Re-establish retail @ Pacifica Lumber	participate in regional TBID	Offer matching funds business visitor attraction efforts	Encourage remodeling of existing homes		Partner with Carlson Site Owner	
	Offer Training for Pacifica Entrepreneurs	Normalize business hours @ rockaway beach	Restaurant attraction effort			Continue Beach Blvd. Redevelopment Plan	
	Establish a Micro-Loan Fund	Invest more to promote hotels					
	Incorporate Rockaway Beach into Fog Fest						