



## CITY OF PACIFICA

# ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, July 14, 2015

6:00 PM

POLICE DEPARTMENT CONFERENCE ROOM

2075 Coast Highway

1. Call to Order
2. Approval of June 9, 2015 Minutes (Attachment 1)
3. Ad Hoc Committee Reports & Discussion
  - a. Palmetto Ave. Activities
  - b. Special Event Process
4. Topics for Committee Discussion and Possible Action
  - a. Signage
  - b. San Mateo County Energy Initiative
  - c. Business Ambassadors – Respecting Small Businesses in Pacifica
  - d. Sporting Events in Pacifica
  - e. Utility Box / Utility Pole Art around Pacifica
  - f. Off The Grid and 2212 Beach Blvd. event
5. Economic Development Manager Update
  - a. Super Bowl Cities
  - b. EDC Vacancies

6. Chamber of Commerce Update
  - a. “Start a Business in Pacifica”
7. Oral Communication from the Public
8. Oral Communication from the Committee
9. Topics for Future Meetings (see below)
10. Next Meeting Date: August 11, 2015
11. Adjourn

#### Topics for Future Meetings

1. Ad Hoc Committee Report / Discussion – Vacant Commercial Space (August)
2. Chamber Update on “Alcatraz: Life on the Rock” exhibit(August)
3. Annual Report for September 14 Council Meeting (August)
4. Portola Discovery Anniversary (tbd)
5. Reorganization- Election of Chair/ Vice Chair (November)
6. AirBnb, Uber (tbd)

CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES

June 9, 2015  
6:00 PM  
Police Station

In attendance were members: Peter Menard, Brent Shedd, Kevin Cubba, Jim Heldberg, Courtney Conlon, Matthew Dougherty, and Victor Spano.

Council members: Sue Digre

Staff: Lorie Tinfow, Anne Stedler, Sarah Coffey

1) Call to Order

Chair Peter Menard called the meeting to order at 6:07 pm

2) Approval of May 12, 2015 Minutes

Peter questioned a change in font in the minutes; minutes have been updated to reflect the font standard used in the past. Peter added that the resignation of committee member Linda Fahey should be noted in the minutes in addition to Michael Varney's resignation.

Brent made a motion to accept the Minutes with the changes listed above. Jim seconded. The motion passed unanimously.

Introduction of New Staff:

Courtney introduced Victor Spano, interim Chamber of Commerce Board member through December 2015 taking the place of Chris Porter on the Economic Development Committee.

Courtney provided an update on the Chamber of Commerce Board. Two Board members recently stepped down. Brad Wittke, Director of Marketing for Hewlett-Packard, has volunteered for one of the open Board positions.

Lorie introduced Sarah Coffey, the new Executive Assistant to the City Manager.

3) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities.

Peter expressed the need to educate the public on the different phases of the Palmetto Ave. Streetscape project.

Lorie informed the Committee that the City submitted a request for a grant for the balance of the cost for the whole project, totaling \$2.9 million, to the Active Transportation Program (ATP).

Sue suggested public outreach on Palmetto Ave. activities in conjunction with the Saturday, July 25<sup>th</sup> event re-opening of the Little Brown Church and/or the Relay for Life 2-day event on July 18<sup>th</sup> – 19<sup>th</sup>.

Brent provided a recap of his “Land Shark” competition idea proposed to Red Bull for sponsorship. Courtney questioned liability as an issue.

**Action Items:**

- Receive Red Bull approval
- City must approve the event once detailed
- Anne will contact the San Francisco Fire Department for information on their process for special event permits. Anne noted the long lead time required to complete the permit process for such an event.

Peter would like to explore possible events that could be hosted in the Palmetto area this summer.

a. Special Event Process

Courtney expressed the need for new volunteers to join the subcommittee in light of Linda and Michael's recent resignation, as more people are needed to carry out the assigned tasks for creating a streamlined and transparent process for setting up special events.

Brent distributed a handout “In Pacifica – Food Trucks” (Exhibit A) developed in response to one of the “In Pacifica” agenda items approved for execution at a past Committee meeting. The proposal is to food trucks into Pacifica weekly in partnership with Off The Grid, targeting to kick off the one-year program around Labor Day. The Committee discussed:

- How Off the Grid works and other cities' experiences with Off The Grid.
- Possible locations including: Beach Blvd., Linda Mar Beach parking lot, Caltrans Park & Ride parking lot, Sea Bowl parking lot.
- Establishing residents' support of Off The Grid in Pacifica via social media (NextDoor.com, Facebook, City Hall Listens, Off The Grid website / email).
- Outreach to brick-and-mortar restaurants to address concerns about bringing food trucks into Pacifica.
- Advantages to the Pacifica: attracting visitors as a baseline event and pairing easy-to-organize events to keep people in the area, exposure to nearby businesses, sales tax revenue for Pacifica.

**Action Item:** Anne and Brent will continue to work on Off the Grid.

b. Vacant Commercial Space

Kevin informed the Committee that the subcommittee had little to update. Some action items have been transferred to Anne, Economic Development Manager. Victor recommended sponsoring small business networking events in vacant commercial locations and tracking attendees by a sign-in sheet. Sue suggested having Coastside Wellness speak about their experience with moving into a small commercial space as they have now been in their location for over one year. Courtney suggested reaching out to Bay Area Entrepreneurship groups to connect them with the vacant spaces available in Pacifica, and to possibly become more involved with events that

are already being organized by entrepreneurship programs. Peter suggested also expanding on the types of businesses already present in Pacifica.

**Action Items:**

- Anne will complete gathering information on the currently vacant commercial spaces in Pacifica and will contact entrepreneurship centers.
  - Outreach to Pacifica residents that have moved from San Francisco to identify what types of businesses they enjoyed in San Francisco and would like to see in Pacifica.
- a. Signage

Chamber representatives informed businesses that were cited for signage violations that all cities have a sign ordinance. Courtney wondered if the sign ordinance was enforced too quickly without businesses being aware of the ordinance details. Sue observed that businesses have different needs for different types of signs depending on the area in which they are located.

**Action Item:** Victor will interface with businesses as the Chamber of Commerce Board contact on issues related to signage.

4) Topics for Committee Discussion and Possible Action

- a. Designate Committee to Prepare Annual Report for September 14 Council Meeting

Peter advised that since this is a new task, the Committee has some leeway in defining the format, suggesting that the report summarize the actions taken, attempted and planned to meet the three missions of the Economic Development Committee in bullet point format. Lorie suggested that the report could be in a Power Point presentation, and the Committee should select a member to present the report to the City Council. Anne will provide support.

**Action Item:** Peter will coordinate gathering information from each subcommittee into a single report.

Brent moved to proceed in this direction, with Courtney seconding the motion. All are in favor of proceeding under Peter's coordination.

- b. Sporting Events in Pacifica

Peter wishes to have a member that is passionate about the topic of Sporting Events in Pacifica to keep this item on the agenda with the focus on sporting events as an economic driver. Sue agrees. Sue believes that many single-event sporting events come to Pacifica and people do not know about them. Events that are already well-organized and well-attended may not be interested in adding one more. Sue observed that the annual Parca fundraiser that is now in its fourth year struggled to take off initially, but is now drawing more participants and getting stronger. Sue would like to explore ways to get businesses more involved in the event and marketing, such as adding "swag bags" for participants. Parca staff is eager to work with the City. Suggestions for "swag bag" contents included: "Pacifcard" discount card to promote local businesses and a city map (limited quantities available). Sue

suggested that promotional items should be given in the bag as opposed to distributed individually, as individual items tend to be discarded.

Victor reminded the Committee that Fairmont field is leased by Saint Ignatious (SI) and SI sporting events tend to have good attendance.

**Action Item:** Victor will reach out to SI to discuss how the City or Chamber might get involved or learn from SI's success with promoting sporting events.

c. Utility Box Art around Pacifica

There are no new updates at this time.

d. Update on City's request to PG&E to add art to utility poles

Lorie noted that the last communication the City had regarding art on utility boxes with Scott Hardick at PG&E was two months ago; she has followed up.

Anne proposed changing the order of Agenda topics to discuss the Chamber of Commerce Update on "Alcatraz: Life on the Rock" (Item 6a) prior to the Economic Development Manager Update (Item 5). Jim moved to change the order of topics as suggested; Kevin seconded the motion. Motion was passed with all in favor.

The Minutes will reflect the discussions in the order presented on the Agenda, with the note that Item 6 was discussed prior to Item 5.

4) Economic Development Manager Update

a. 2015-16 ED Work Plan

Anne distributed copies of the 2015-16 Economic Development Work Plan (Exhibit B) that was presented at the June 8, 2015 City Council meeting and gave an overview to the Committee.

b. Super Bowl Cities

Lorie signed Pacifica up as a Super Bowl City through the Super Bowl 50 Super Communities Program. This is still in early stages.

c. Business Ambassadors

Anne is seeking members of the Committee who would like to participate in outreach to local businesses, including planning, prioritizing and determining what information to convey to and gather from businesses.

d. Marketing Material Draft

Anne shared sample marketing materials from other cities showing an inventory / overview of community assets used to recruit tenants into commercial space in under-marketed cities that wish to attract retailers. Now a great deal of this type of material would be available online or in mobile-friendly formats. Brent noted that much of this type of information was gathered and provided in materials previously created by the Committee in order to fill in for the poor marketing of property owners.

Property owners can use this information to attract retailers to their vacant commercial spaces. Additional ideas to support property owners in attracting retailers include hosting broker breakfasts and offering tours of available sites.

**Action Item:** Anne to gather ideas for information to include from Committee members and put together marketing information for Pacifica.

e. Fundraising and Grants

Anne will be reviewing fundraising and grant funding for the City of Pacifica to become familiar with the sources and activities to date.

f. EDC Vacancies

There are two current vacant positions on the Committee that the City Council needs to appoint. Committee members should encourage any interested candidates to apply. Lorie provided an update that to date not many applications had been received by the original deadline of June 5; deadline will be extended. A notice will be posted tomorrow and will also be published in the newspaper. Applications should be turned in to the City Clerk.

5) Chamber of Commerce Update

a. "Alcatraz: Life on the Rock"

Courtney is exploring ways to attract travel writers to Pacifica. She has had communications with Molly Blaisdell regarding bringing "Alcatraz: Life on the Rock" (Exhibit C), a traveling museum-quality exhibit to Pacifica from November 1, 2015 through February 2016; a confirmed commitment is needed by August 2015. Pacifica's financial commitment would include the expense of transport, installation, maintenance and breaking down the exhibit, estimated at \$15,000. It is proposed that the City contribute \$10,000, and local hotels contribute the remaining \$5,000. Insurance for the exhibit would not fall under the City's responsibility, but must be under a non-profit; the Chamber will put this out to bid. The exhibit requires 3,000 square feet of space. Pacifica may not have a vacant space of this size to house the exhibit. Although it has not been done before, the organizer is open to considering splitting the exhibit into multiple, smaller area locations throughout Pacifica, such as hosting parts of the exhibit in hotels around Pacifica. She suggested marketing as an Alcatraz "treasure hunt", possibly with an opportunity to win tickets to an Alcatraz tour. Brent believes that the exhibit would lose its power if broken into separate locations. A few ideas for locations were discussed to possibly accommodate the entire exhibit.

Courtney stated that the exhibit will provide an educational opportunity for local schools. Courtney would like to explore the possibility of reaching out to Rob Schneider to do a piece on interviewing two former Alcatraz prisoners in connection with the exhibit. Matthew questioned how to recoup the cost to Pacifica. Courtney and Kevin noted that the return on the investment would be attracting visitors and promoting commerce in Pacifica through the PR generated by the exhibit. Jim did not see the draw to visitors when visitors to the area could visit Alcatraz itself. Courtney pointed out that Alcatraz tours are booked solid far in advance. She urged pursuing this opportunity to bring a piece of Alcatraz to Pacifica, an educational opportunity in addition to bringing exposure to Pacifica.

6) Oral Communications from the Public

Jeffrey and Ermetta Matthews introduced themselves to the Committee. They moved to Pacifica 3 ½ years ago from the East Coast. Jeffrey had been a past resident of Pacifica. His experience is in the telecommunications industry. Jeffrey's wife, Ermetta, previously worked in Washington D.C. in public marketing communications and is now appointed to the San Mateo County Commission on Aging. They have been attending City Council and Economic Development Committee meetings.

Horace Hinshaw was present, and expressed his interest in continuation of the topic of Sporting Events in Pacifica. With Little League hosting the All-Stars, there are good opportunities for pairing food truck events with Little League events. It may be too late for this year, but Committee should consider such opportunities in the future.

Sean McNamara, one of the owners of Moonraker restaurant, introduced himself. Sean was excited to give the Committee a tour of the new Moonraker food truck. He sees the truck as a large "mobile billboard" that advertises and attracts people to the brick-and-mortar location. Sean supports bringing Off The Grid to Pacifica.

7) Oral Communications from the Committee

Kevin distributed a handout, "VisitPacifica – Key Website Metrics, March – May 2014" (Exhibit D) with statistics on "hits" by page on VisitPacifica.com web pages, user's city of origin and method of access. Kevin noted that page "hits" may be cyclical, seasonal, weather-related and give an idea of what people are looking for when visiting Pacifica and where Pacifica should be advertising. San Francisco origins are the predominant majority, with a trend towards access via mobile device. The site should strive to be more mobile friendly and Google map friendly and "move up" in the Google search rankings when searching on "Pacifica".

Victor noted that he was contacted by representatives from an electric power company located in Beijing, China, and will meet with Courtney from the Chamber of Commerce.

Sue would like to make culture, art, environment and history an additional focus of the Economic Development Committee, and discussed the same at City Council.

Jim is glad to hear the focus being placed on the Promenade area for opportunities to bring visitors to Pacifica.

Peter recently judged a design school event at Stanford University. This experience gave him the idea of involving design and/or entrepreneurial students in civic engagement projects and matching them with a project in Pacifica to gain experience.

8) Next Meeting Date – July 14, 2015

Meeting Adjourned at 8:05 P.M



## IN PACIFICA – Food Truck

### WHAT IS IT?

- One of the “In Pacifica” agenda items – approved by the EDC for execution months ago
- Something we can accomplish THIS YEAR – target date for deployment is Labor Day
- Simple, Low Cost, Community-Building, Revenue-Driving event that leverages natural beauty
- Bringing 4 or 5 food trucks into Pacifica during sunset to allow people to relax, socialize, have an easy meal and enjoy the sunset in Pacifica
- A one-year program managed by Off the Grid

### LOCATION CRITERIA & OPTIONS -Primary and back-up location options

#### Criteria:

- REVENUE & ECONOMY: draw people who can come again to Pacifica
- COMMUNITY: draw Pacifican’s
- MASTER PLAN: establish Pacifica’s DT at Beach & Palmetto.
- EDUCATION: Build Pacifica’s expertise and launching events

#### Location Options:

- Beach Blvd/ Palmetto
  - Building block of DT plan
  - Establishes pattern of consumer behavior – creating a destination
  - Baseline for other local events (Pier Jump, 4K, etc.)
- Linda Mar Beach Parking Lot
  - High visibility off Hwy 1 – catches people on way to HMB
- Cal Trans Parking Lot (where Goodwill trailer is parked)
  - Proximity to shopping center
- Sea Bowl / Surf Spot
  - Owner likes to do cross promotion

### NEXT STEPS

- Establish opportunity for OtG to participate
- Arrange for permits and other necessities
- Develop a Master Calendar to get us to Labor Day launch

### PROVING RESIDENT SUPPORT FOR OtG

- NextDoor.com
- City Hall Listens

**PERMITS: CITY SPECIAL EVENT for 1 YEAR and PROPERTY OWNER**

- CAL TRANS & Linda Mar Beach Parking Lot

**THINGS TO DO**

- Bistro tables
- Publicity and signage
- Music?

**Food trucks don't sell alcohol unless it is a closed area.**

Food truck motivations

ECONOMIC DEVELOPMENT WORK PLAN 2015-16	Goal Achieved*			Lead Dept.	Lead staff	Time-frame
	BR	BE	BA			
<b>Assess Resources.</b> Evaluate resources/environmental factors (water, power, sewer and transportation) to determine capacity and need.	-	BE	BA	CMO	EDMgr	July - October 2015
<b>Define Beach Boulevard Site disposition actions and timeline.</b> Assess alternative processes to attract "best fit" for Pacifica.	BR	BE	BA	CMO	EDMgr	July 30, 2015
<b>Facilitate development of the Quarry.</b> Work with property owner: balance multiple interests/opportunities, set schedule, secure approval.	BR	BE	BA	CMO	Directors, EDMgr	Ongoing
<b>Longer Term Activities</b>						
<b>Develop long term tourism plan.</b> Do in conjunction with partners.	BR	BE	BA	CMO	Jointly w Partners	April - May 2016
<b>Capitalize on potential economic benefits of existing open space and natural areas.</b> Develop relationships and discussions with partners, creating base for sustainable long term stewardship.	BR	BE	BA	CMO	EDMgr	November 2015 - June 2016
<b>Explore economic potential of "community assets."</b> Develop initiatives to strengthen/market assets aligned with community interests: environment, education, surfing, hiking and bicycling, local history, arts, public art, culinary specialties. Prioritize based on (1) potential to strengthen Pacifica's identity/capacity, and (2) community/business commitment to fund and sustain initiatives.	BR	BE	BA	CMO	EDMgr	November 2015 - June 2016
<b>Develop alternative funding sources.</b> Identify partners interested in developing capacity to secure and manage funding and other resources through grants and other sources. Determine best mechanisms City could provide to support this effort.	BR	BE	BA	CMO	EDMgr	March - May 2016
<b>Anticipate and prepare for economic cycles.</b> Regional demand for commercial and residential space creates opportunity to upgrade properties. Anticipate/prepare to realize the potential benefits to community at large, City, tax base and property owners.	BR	BE	BA	CMO	EDMgr	Commence November 2015, Ongoing
<b>Assess future development potential of properties.</b> Identify best use of city-owned properties to meet economic development goals.	BR	BE	BA	CMO	EDMgr	May - June 2016

\*BR = Business Retention; BE = Business Expansion; BA = Business Attraction

ECONOMIC DEVELOPMENT WORK PLAN 2015-16		Goal Achieved*			Lead Dept.	Lead staff	Time-frame
		BR	BE	BA			
<b>Internal Activities</b>							
<b>Lead ED Tech Team. Coordinate Work Plan with City Directors.</b>							
		BR	BE	BA	CMO	Directors, EDMgr	On-going
<b>Develop work plan to seek grant and other funding/resources.</b>							
	Support existing & desired activities/capacity building.	BR	BE	BA	CMO	EDMgr	Through July 2015
<b>Maintain strong professional network. Increase awareness of Pacifica; bring resources to City, partners and businesses.</b>							
		BR	BE	BA	CMO	EDMgr	On-going
<b>Short Term Activities</b>							
<u>Partnerships</u>							
<b>Economic Development Committee (EDC).</b> Prioritize for early wins, build base for increased revenue and lasting upward revenue trend.							
		BR	BE	BA	CMO	EDC & EDMgr	Ongoing
<b>Achieve exceptional property maintenance city-wide.</b> Encourage beautification committee, code enforcement, and additional efforts.							
		BR	BE	BA	CMO	Partners & EDMgr	On-going
<b>EDC Annual Report to City Council.</b> Support the Committee's report on their accomplishments and proposed next year activities.							
		BR	BE	BA	CMO	EDC	For Sept 8, 2015 City Council Mtg
<b>Meet and work with Pacifica businesses.</b> Find common goals, develop shared work plan & budget, execute. Examples: support existing businesses; Palmetto business retention. Prioritize according to readiness of local businesses to commit time and resources.							
		BR	BE	-	Jointly w Partners	Jointly w Partners	July - December 2015
<b>Develop existing collaboratives / joint initiatives.</b> Use 2013 E D Plan and TBID Strategy, set near terms goals & work plan, execute. Examples: Super Bowl 50th Anniversary Visitor attraction; Chamber/City sponsorship of "Alcatraz -Life on a Rock" Exhibit							
		BR	BE	BA	Jointly w Partners	Jointly w Chamber, HBID, Other Partners & EDMgr	July 2015 - February 2016
<b>Coordinate marketing with partners.</b> Coordinate comprehensive marketing materials to maximize effectiveness and reach of message.							
		BR	BE	BA	Jointly w Partners		Ph 1: Jul - Aug 2015; Ph 2: Sept-Oct 2015
<u>Development</u>							
<b>Market analysis.</b> Determine market potential as necessary.							
		BR	BE	BA	CMO	EDMgr	TBD

\*BR = Business Retention; BE = Business Expansion; BA = Business Attraction

# Alcatraz Cruises Presents

## Alcatraz: Life on the Rock & Alcatraz, The Last Day



### *Alcatraz: Life on the Rock and Alcatraz, The Last Day --- Exhibit Description*

Alcatraz: Life on the Rock is a traveling exhibit available for venues of all types, including museums, hotels, convention centers, retail malls, airports and any other large spaces.

The exhibit begins with the typical myths about Alcatraz of which most people are familiar. It then segues into the history and mystery from the Civil War era fortress, military prison, Federal penitentiary, Native American occupation of the island from 1969-1971 and the National Park and bird sanctuary that it is today.

The story of Alcatraz unfolds through immersive environments, artifacts and audio/visual programs. The exhibit tells the whole story of the island, including its fabled prisoners, the mythic escapes and the personal stories of those who called the island home.

To complement the "Alcatraz: Life on the Rock" interactive exhibit, a display of 25 over-sized photos from Life Magazine photographer Leigh Wiener is available. This photographic documentary illustrates "Alcatraz, The Last Day," which was documented upon closure of the prison in 1963.

### Exhibit Details & Quick Facts

- 2,800 square feet
- Modular exhibit layout can be customized to accommodate any venue
- Freestanding exhibit with walls included
- Configurable height of 12 feet by 14 feet per quad (four quads in all)
- Video presentation for theater portion of the exhibit
- Video presentation on the Native American occupation of Alcatraz
- Merchandise program for sales in exhibit and/or retail outlets
- More information: <http://alcatrazlifeontherock.wordpress.com/>

### Media Placements & By The Numbers

#### Media Placements

- The \$1,500,000 in media exposure secured at the Hyatt Regency San Francisco included placements in Yahoo! News; San Francisco Chronicle; Smart Meetings Magazine; National Public Radio; ABC-KGO Radio; Huffington Post; The Food Network; KGO TV; and 7x7 Magazine, plus more.
- At Ellis Island, the exhibit captured the attention of The New York Times as well as Huffington Post; WNBC NY Nightly News; American Spirit Magazine; New York Family; Daily Candy; about.com; World News; America Comes Alive, to name a few.

#### By the Numbers

- Hyatt Regency San Francisco: during its 6-month residence at the hotel, the exhibit welcomed over 325,000 visitors.
- Yuma, Arizona: 110,000
- Ellis Island: 600,000
- San Mateo County Fair: 66,000

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### Alcatraz Cruises

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San Francisco, CA 94133

[www.alcatrazcruises.com](http://www.alcatrazcruises.com) or (415) 981-7625

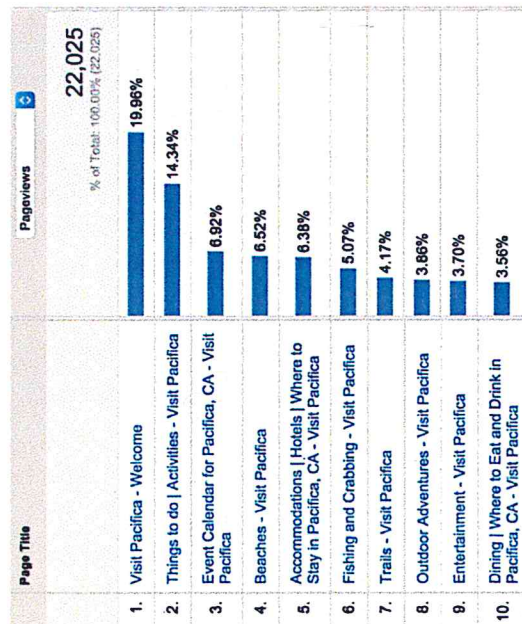
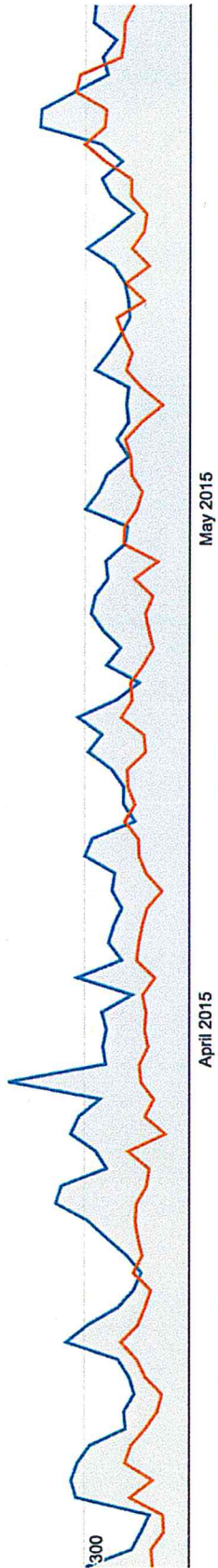
# VisitPacifica

Key Website Metrics

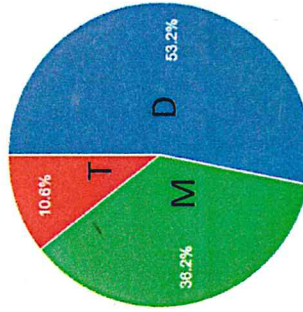
March - May 2014

Mar 1, 2015 - May 30, 2015: ● Pageviews  
 Mar 1, 2014 - May 30, 2014: ● Pageviews

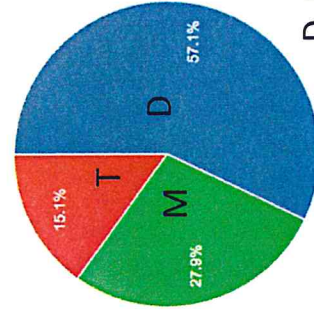
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Mar 1, 2015 - May 30, 2015



Mar 1, 2014 - May 30, 2014



D - Desktop  
 M - Mobile  
 T - Tablet