

CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES

July 14, 2015

6:00 PM

Police Station

Approved on August 11, 2015

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

Council members: Karen Ervin, Sue Digre

Absent: Kevin Cubba

Staff: Anne Stedler, Sarah Coffey

1) Call to Order

Chair Peter Menard called the meeting to order at 6:16 pm

2) Approval of June 9, 2015 Minutes

Jim requested clarification under Item 3a – Palmetto Ave. Activities regarding different phases of the Palmetto Streetscape project; Peter noted that the discussion on the Palmetto Streetscape phases and outreach is ongoing and will be continued at this meeting.

Jim made a motion to accept the Minutes as drafted. Matthew seconded. The motion passed unanimously.

3) Ad Hoc Committee Reports & Discussion

a. Palmetto Ave. Activities

The committee was reminded that this ad-hoc committee consists of Peter, Brent and Sue (non-voting member). The committee discussed ideas for an educational campaign including materials and venues for informing the public on the different phases of the Palmetto Ave. Streetscape project and promoting Downtown Pacifica.

Venues suggested for outreach:

- 2212 Beach Blvd. community building events that will be proposed at the Planning Commission meeting on Monday, July 20
- Off The Grid food truck events
- Rockaway kiosk
- Fog Fest
- Farmers' Market booth
- Chit-Chat Café at the pier
- Moving venue – poster on van
- Pacifica Tribune

Materials suggested for outreach:

- Vinyl poster to promote Palmetto Streetscape
- Video display on monitor with programmed scrolling or touch-screen functionality
- Informational handouts
- Mailings to local area residents
- Social media – Facebook, Instagram
- Face-to-face

Goals of the materials should be to inform the public, build a following to promote the Palmetto Streetscape / Downtown Pacifica concept and activities and avoid potential for negative bias.

Peter suggested the frequency of updates to distributed materials every 1 – 2 months. Anne suggested a vinyl poster with information about the Palmetto Streetscape. Jim volunteered to attach the vinyl informational poster to his van as a mobile venue.

Courtney suggested using space in the kiosk in the Rockaway area to post information about the Palmetto Streetscape, possibly using an older monitor that she has on hand to scroll information on events. Someone would need to program / update the information to be displayed on the monitor. A touch-screen monitor in the kiosk would be nice.

Victor volunteered to set up and manage a dedicated Facebook page, and is available to do this immediately or as soon as the content and focus is decided. Brent suggested promoting Downtown Pacifica by inviting posting of whale photos from Beach Blvd / pier area to social media venue such as Facebook or Instagram. He also suggested using the Facebook page to inform the public about activities, training people to go to the page to look to see what is happening. Peter was concerned that this focus was too narrow, and that the social media platform and direction should first be vetted through the City. Karen emphasized the need to regularly monitor social media and respond to comments / posts.

Jim would like to move quickly on social activities / outreach while there is longer daylight and the weather is good. Jim also commented that while he loves the concept of Downtown Pacifica, if people go and not much is happening it will create a negative impression.

**Action Items:**

- Determine informational content and formats for outreach materials for Palmetto Streetscape (phases of Streetscape plan, social activities, etc) with input from Public Works Director Van Ocampo and City Manager Lorie Tinfow.
- Determine social media platform, format, focus and direction and how it fits in with Communications Plan with input/approval from City Manager.

b. Special Events Process

Anne and Matthew are now handling the special events process activities, and need to review the changes made to the process. Peter suggested targeting the end of August to report a finished product to the Council.

Courtney noted that this timing would allow for a “beta” test of the process for Puerto 27’s October 12<sup>th</sup> Peruvian festival that is being planned for the first time.

Jim and Brent would like to see a community-wide July 4<sup>th</sup> event, possibly centered around the Pacifica Pier and with local businesses willing to finance it.

**Action Item:**

- Review and finalize Special Events Process guidelines for presenting to City Council by end of August.

4) Topics for Committee Discussion and Possible Action

a. Signage

Victor has taken the lead on the signage issue, and has been researching the use of sandwich boards on 4<sup>th</sup> Avenue in Berkeley. He obtained a copy of the Berkeley ordinance on signage. The ordinance allows sandwich board signs as long as they do not interfere with ingress / egress. Berkeley taxes the use of sandwich boards. Victor suggests modeling a Pacifica ordinance similar to Berkeley and Emeryville’s ordinances.

Karen is neutral on the issue, but is seeking to inform the City Council of positives and negatives on the issue of use of A-frame / sandwich board signs. She noted that many cities do not have any ordinance with respect to A-frame signs, while some cities have uniform designs used on specific types of signage. Anne suggested getting experts’ input on what works / what doesn’t work with respect to signage from the standpoint of an urban downtown. Sue suggested asking small businesses themselves about the use of A-frames. Matthew advocated from the standpoint of businesses whose sign was removed by code enforcement not only lost their sign, but may have lost business as a result. Peter suggested that signage ordinances may include contextually based specifications, such as dependence on the width of the sidewalk or the business area. The issue was brought up in response to code enforcement specifically on A-frames; should recommendations to the Council specifically address A-frames? Peter suggested collecting input / feedback from businesses impacted and researching how to help businesses increase visibility. Jim commented on the need for high-quality signs that project a positive image, and getting rid of the “junk”.

**Action Items:**

- Compile feedback on signage enforcement from businesses
- Review other cities’ ordinances with respect to signage, list pros and cons (Victor)
- Investigate complaints from businesses stemming from code enforcement related to signage

b. San Mateo County Energy Initiative

Brent distributed a handout (Exhibit A), “San Mateo County Energy Watch: Get a non-cost energy assessment”. He emphasized encouraging businesses to sign up for an energy assessment through this program, which is free for businesses and provides the business with a complete plan detailing work recommended that is covered by PG&E rebates and saves them money on energy efficient systems. Courtney shared that she knew of seven businesses that have done this and had

\$6,000 of energy upgrades for which the businesses paid only \$75 after all of the rebates were applied. Anne suggested including this handout in a Business Ambassador Packet.

c. Business Ambassadors – Respecting Small Businesses in Pacifica

Anne suggested compiling a Business Ambassadors packet to go out to local businesses, including a survey. Peter was concerned about double-hitting businesses with this information, and encouraged managing a list and possibly each “ambassador” adopting a different neighborhood for contact. Anne suggested providing the packet when the business applies for a Business License and/or with their annual renewal of the license. Courtney likes what is done with the Mayor’s Walk, as it works towards building rapport with local businesses; Karen reminded the Committee that Mayor’s Walk is scheduled for July 21 from 3:00pm to 5:00pm in the Manor district. Brent suggested business cards for EDC members to identify their affiliation with the EDC when making contact as Business Ambassadors.

d. Sporting Events in Pacifica

Sue updated that the annual PARCA event for the Devil’s Slide Ride is now much more embraced by businesses. By the end of this year’s event, this event should provide a good template for other similar type events. PARCA is open to signage for advertising local businesses and this event is a good venue for advertising.

e. Utility Box / Utility Pole Art around Pacifica

Anne contacted Scott Hart at PG&E for an update regarding art on utility poles. Scott Hart is following up on this internally within PG&E.

Peter indicated that the utility boxes would be easier to start with for applying art; consider coordinating with schools or Sanchez Art Center, nominating themes for the art work. Courtney suggested plein air art and engaging artists that would draw people to see the work of the renowned artist.

f. Off The Grid and 2212 Beach Blvd. event

Brent updated on Off The Grid that Off The Grid prefers a site with a lot of traffic and visibility; they are not interested in the Beach Boulevard site. The preferred site is Linda Mar beach at Highway 1 on Saturday from 11:00am – 3:00pm. Anne indicated that Off The Grid draws a large following, including people that would not otherwise come to the area. Four in 10 customers are from 10 miles or more away. Off The Grid shows online the trucks that are scheduled for each event.

Karen and Brent expressed some concern about increased traffic in the area. Courtney recommended publicizing and encouraging the use of the Devil’s Slide Shuttle and to use Roberts Road for parking. Peter suggested signage with recommended parking and shuttle information. Brent suggested going further to encourage the use of the shuttle from the Off The Grid event to the Devil’s Slide trail. Anne has collected parking statistics for the Linda Mar area focused on Saturdays and Sundays; 29 spaces in the Linda Mar Beach parking lot will be occupied by the food trucks, leaving 2/3 of the lot available for parking. There are 406 total spaces between the beach, Linda Mar Park & Ride and Community Center.

Peter observed that the goal of the Committee is to increase visits and business at down times, but recognizes that proceeding with the Off The Grid event builds a partnership. Brent observed that the event may be a good marketing venue for Beach Boulevard area / events.

Karen was also concerned with trash recovery, as people will likely be buying food and walking the beach; it is very important for trash recovery to be done well. Anne noted that each truck will have 3 bins and Off The Grid hauls out all trash.

Anne handled outreach. She called Taco Bell. Courtney reminded the Committee that she know a few restaurants that are still adamantly opposed to Off The Grid. Anne also worked with Planning Department to send 40 notices to residents in the Linda Mar area for the Off The Grid event and 300 notices to residents in the Beach Boulevard event, and that both are on the agenda for discussion at the Planning Commission meeting on July 20.

The 2212 Beach Blvd. event is not as detailed at this time. Anne suggested some events focused around crab season which has a long season starting in November, and can be expanded into fishing. However, those types of events may not be easy to organize. The biggest challenge is finding an easy, turn-key operation. Peter suggested starting with information gathering, reaching out to the bait shop and Stuckey's Seafood for input. Karen suggested a farm-to-table type event with a long table on the pier; Courtney knew that Half Moon Bay had a similar event.

**Action Items:**

- Planning Commission Meeting presentation July 20 and feedback gathering (Anne)
- Information gathering – Stuckey's Seafood (Peter)
- Information gathering – Half Moon Bay pier event (Courtney)

5) Economic Development Manager Update

a. Super Bowl Cities

Anne attended a presentation given by the Super Bowl Super Community organization hosted by the City of Santa Clara, which was well-attended by representatives from Bay Area cities stretching from Vallejo to Gilroy. Key points are that Super Bowl = sports + community event opportunities. Anne showed the Committee the "50 Perfect Hours in Pacifica" that was published June 18 in the Super Communities newsletter. Marriott is the NFL's official hotel. 27,000 hotel rooms will be booked for the NFL entourage alone. San Francisco's Moscone Center will be transformed into an NFL themed event and San Francisco's Embarcadero will become Super Bowl City, a family playground starting the Wednesday/Thursday of the prior week leading up to Super Bowl. CBS and NBC both have proposals to work with individual cities in the week leading up to Super Bowl to promote events; they are looking for content and the degree of exposure involves different cost levels. The city will retain a tape of the promotional content from CBS / NBC.

Discussions began to think about a synchronized event, such as a Bay Area "wave" with flashlights at night involving all Super Communities. Sue was on board with this idea and encouraging residents to "join the Pacifica Wave."

b. EDC Vacancies

The City received 14 applicants for the vacant EDC positions. City Council will be holding interviews with the applicants in the next few weeks. Contact Anne for updates / details.

6) Chamber of Commerce Update

a. "Start a Business in Pacifica"

Courtney provided several updates on Chamber of Commerce activities. The Chamber's 2016 business directory is finished and will be sent out via U.S. mail in mid-August; the theme is "Shop Local."

Courtney distributed a handout advertising the Multi-Chamber Business Expo (Exhibit B) on August 6, which will be the 4<sup>th</sup> annual event. Last year, 104 vendors and 1,000 people participated. Jim has gone to the event the last 2 years; his was the only Pacifica business represented the first year he participated. Courtney confirmed that attendance by Pacifica businesses has been low. The deadline for registration is July 31. The event is promoted through social media, newspapers and newsletters. The public is invited.

As an update on the "Alcatraz: Life on the Rock" exhibit, Courtney informed the Committee that she found an insurance company that specializes in non-profit organizations and artifacts to insure the exhibit. She will provide more information on Alcatraz next month, but reminded the Committee that the exhibit would be housed in Pacifica from November 1 through the end of February and could be promoted during the Super Bowl activities. She has not found a single location for the exhibit, and anticipates that it will be split into separate locations.

The Chamber board is actively seeking Courtney's successor as CEO. Darlene Gonzalez, Chamber President welcomes any recommendations.

Courtney mentioned that American Airlines in flight magazine had an article on beaches around the world, assigning selected beaches a color. Rockaway Beach was featured associated with the color brown.

7) Oral Communications from the Public

Ermetta Matthews addressed the Committee and provided input on the Alcatraz exhibit and the Business Ambassadors packets. From her perspective and experience in public relations and marketing, she feels that splitting the Alcatraz exhibit into multiple locations would diminish its impact as it forces the audience to experience the exhibit in a way that is not consistent with how it was designed, particularly since the real thing is only 15 minutes away. Ms. Matthews also mentioned that she had recently applied for a business license for a home business, and she suggested possibly filtering out home businesses from the lists for Business Ambassadors' outreach if including or sending a survey if the survey would not be relevant to home businesses.

Jeffrey Matthews started by thanking the Committee for its work. He wished to speak on the issue of signage. Mr. Matthews was in the sign business for over 7 years, and owned his own sign business for 5 years. Signs are very important to businesses

and can be costly. A well-designed A-frame sign when he was in the sign business in the late 90's could run \$2,000. Use of good signage can double business in the first few weeks. He recommended talking to sign companies for input on the signage ordinance / enforcement issue. He was involved in pulling permits for businesses as part of producing the signs for them, so sign companies may have knowledge of the necessary permits. He suggested that there should be a distinction made between fixed and temporary signs, and that it should not be necessary to pull a permit for a temporary sign. He stated that typically permits are not needed for signs installed on glass. Many municipalities through the Board of Architectural Review may designate areas for specific requirements that comply with a particular look to the area. Finally, Mr. Matthews offered to donate to the Committee / City about 24 x 24 yds of magnetic sign materials that may be great for use on vehicles or utility boxes.

8) Oral Communications from the Committee

Victor noted that First National Bank is willing to host a "Starting a Business" event. He will speak more on this at next month's meeting.

Courtney mentioned the annual Rockaway Tree Lighting event that is held the 1<sup>st</sup> Sunday in December. Decorations for this event are stored in the Lighthouse Hotel, but they need to find a new storage location by the end of July. The decorations are currently stored in a 10 ft x 10 ft space.

9) Topics for Future Meetings

The topics for future meetings included in the Agenda were acknowledged by the Committee.

10) Next Meeting Date: August 11, 2015

11) Meeting Adjourned at 8:26pm

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*We looked at our first energy bill and were pleased to see 15-18% savings. For a large restaurant that's significant and Energy Watch is projecting over 5 years \$27,000*

*in savings which we can reinvest in the restaurant. ”*

Michael Tornatore  
Human Resource Director

**You Name It**  
Pacifica

*Our store looks fantastic with the new lights, our customers love it, and our employees love it.”*

Dorothy Wilson  
Manager



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# Obtener **sin costo** una evaluación de la energía que usa



Energy Watch, del Condado de San Mateo, ofrece evaluaciones gratuitas del gasto energético para determinar lo que podría ahorrar en costos de luz y gas, que podrían hacer que su negocio le rinda más.

## Una oferta increíble.

Le ofrecemos reembolsos que tienen el potencial de cubrir entre 30% y 100% del costo total.

## Un informe de su consumo de energía, individual, sin compromiso.

Energético detallado recomienda las mejoras para mayor eficiencia y los equipos que se podrían instalar en su negocio, junto con los ahorros de energía y costo que se anticipan.

## Menos molestias para usted.

Nosotros nos encargamos de la evaluación energética, los contratistas y el papeleo del reembolso. Usted sólo se encarga del copago.

## Rápido rendimiento de su inversión.

Por lo general usted recupera lo que pagó en solo 24 meses.

### ..... CÓMO FUNCIONA UNA EVALUACIÓN ENERGÉTICA .....

- 1** Usted se inscribe para una evaluación energética  
 Visitaremos su propiedad e identificaremos las cosas en las que puede ahorrar energía, sin compromiso para usted. No hay obligación alguna.
- 2** Aprobación de la propuesta  
 Repasaremos con usted la propuesta para que entienda las oportunidades de economizar en luz y gas, obtener reembolsos, lo que puede ahorrar de su cuenta y cualquier copago mínimo que le corresponda.
- 3** Se programa la instalación. Usted disfruta de las mejoras y los ahorros.  
 Seleccionamos y supervisamos a un contratista aprobado, para que instale las mejoras cuando sea conveniente para su local. Después inspeccionamos el trabajo para asegurarle que es de alta calidad.

### Obtener una evaluación energética

### ... LOS COMERCIOS DEL CONDADO DE SAN MATEO ESTAN AHORRANDO ENERGIA Y DINERO ...

una evaluación energética le analiza sin **COSTO**:



#### Fattoria e Mare Burlingame



*"Miramos la primera factura de luz y gas y nos complació ver un aborro del 15-18%. Para un restaurante grande, es significativo."*

*Energy Watch proyecta una economía de \$27,000 a través de cinco años, que podremos reinvertir en el restaurante."*

Michael Tornatore  
Director de Recursos Humanos

#### You Name It Pacifica

*"Nuestra tienda se ve fantástica con la nueva iluminación. Los clientes están encantados y el personal también."*

Dorothy Wilson  
Gerente



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**Multi-Chamber Business****South San Francisco Conference Center**

255 So. Airport Blvd., SSF, CA 94080

**Thursday, August 6, 2015****4pm—7pm**

Please complete form and mail, fax or email back to the Pacifica Chamber of Commerce:

Mail: 225 Rockaway Beach Ave., Suite 1—Pacifica, CA 94044

Fax: 650-355-6949

Email: info@pacificachamber.com

Questions? 650-355-4122

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Other: \_\_\_\_\_

**EXHIBITOR:** Provided to each are a 6' or 8' skirted table and 2 chairs. Please indicate your preference: all requests will be filled on a first come first serve basis.**TABLE SIZE? 6FT OR 8FT - DO YOU NEED ELECTRICITY?****EXHIBITOR TYPE: (Circle One)**

Chamber Member Business: \$200

Non-Chamber Member Business: \$325

Entrepreneur or Home Based: \$125

Non-Profit Organization: \$125

**Sponsorship/Raffle:**

I would like to be a sponsor

I will donate a raffle prize

**Method of Payment?**

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-

M/C

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Check

**Total Amount Due:** \_\_\_\_\_

Your company may sell, give out samples or promotional items, conduct a raffle, solicit sign-ups, handout info such as business cards, brochures or other collateral. Once registered, table assignments will be issued along with other logistics for the he day of process. **REGISTRATION DEADLINE: JULY 31ST**