

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, February 8, 2022, 6:00 p.m.**

CALL TO ORDER: 6:04 p.m.

ROLL CALL

- a. Members Present: Daisy Fong (chair), Sean Thompson (vice-chair), Debi Hirshlag (secretary), Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock
- b. Members Absent: Nicholas Humann, Beth Lemke
- c. City Council Liaisons Present: Sue Beckmeyer, Mary Bier
- d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti

ADMINISTRATIVE BUSINESS

- Chairperson Fong requested a motion to approve the order of the agenda as presented. Member Hirshlag moved to approve; Member Sieglock seconded. All approved.
- Chairperson Fong requested a motion to approve the minutes of the January 11, 2022 EDC meeting. Vice-Chair Thompson moved to approve; Member Dougherty seconded. All approved.

COMMUNITY COMMUNICATIONS

- Cindy Abbott thanked the EDC and Council Member O'Neill for including the Sanchez Art Center on the tour done for the Silicon Valley/San Mateo County Convention and Visitors Bureau.

STAFF COMMUNICATIONS

- Yulia Carter provided an update on the Shop Pacifica program, including the Valentine's Day "buy one get one" promotion. Program statistics to date:
 - \$1,400 in gift card value has been sold
 - 14 total businesses are signed up to accept the gift cards, including the newest business – Travelers Surf Club
 - Fairfield Suites has decided it wants to be up and running for some time before joining the program
 - Breakers has not completed its sign-up but has indicated it will be joining as a business
- Yulia Carter reminded the EDC that she's finalizing the scope of work and contract for CDA to continue their work on shop local, workations, social media and the banner project.
- She further spoke about the Vision 2025 RFP that is out for responses.

Follow-up/Action Items

- Yulia Carter to share the CDA scope of work document prepared for City Council with the EDC
- Yulia Carter to provide link to Vision 2025 RFP to EDC. If members have any questions, direct them to her
- Member Judan to follow up with Breakers to help them finish their sign up for the Shop Pacifica program

COMMITTEE COMMUNICATIONS

Subcommittee 1

- Member Foster talked about their early discussions on something like a Jazz and Art Festival for Pacifica. Member Hirshlag commented about thinking creatively with something more unique to Pacifica – like Jazz and Crab or featuring local musicians – rather than doing something similar to other events in Northern California.
- This Subcommittee will be launching an Instagram site with the near-term goal of 2 posts.
- Subcommittee 1 includes Robert Foster, Nick Humann, Beth Lemke and Sean Thompson

Follow-up/Action Items

- Subcommittee 1 to update the EDC at the March meeting with more ideas on a Pacifica-based event, a rough timeline of steps, possible obstacles, etc. for members to provide input on

Subcommittee 2

- Member Hirshlag reviewed the refocusing of objectives their subcommittee agreed on for near-term work. Other action items should time and budget allow were mentioned.
 - Development of a process and location where available commercial real estate in Pacifica can be listed; Create accompanying “local market information” document
 - Survey Pacifica-based businesses to determine their needs, wishes and pain points associated with doing business in our City
 - Launch a newsletter to communicate with and serve all Pacifica-based businesses
- Subcommittee 2 includes Matthew Dougherty, Debi Hirshlag and Archie Judan

Follow-up/Action Items

- Subcommittee 2 will determine if their new focused work areas can be accomplished in the City fiscal year, or will straddle this and next fiscal year
- Subcommittee 2, Yulia Carter and Alyssa Barranti to meet to talk about how to develop an accurate Pacifica-based business email list, and ideas on the survey/newsletter
- Council Member Beckmeyer asked Subcommittee 2 to meet with the owners of Perfect Pour to help with that business’ efforts in the community
- Member Hirshlag to research what, if anything, currently exists listing open Pacifica commercial real estate
- Subcommittee 2, in conjunction with Yulia Carter and Alyssa Barranti, will look at updating the City’s EDC web pages
- Subcommittee 2 will present a very rough outline on how a tourist-facing business directory might be created and displayed at key visitor points in town

Subcommittee 3

- Member Sieglock, for Subcommittee 3, gave further update on the Shop Pacifica Gift Card program and said they were looking for a social media channel to further promote to businesses and consumers
- Subcommittee 3 includes Matthew Dougherty, Daisy Fong, Archie Judan and Greta Sieglock

Follow-up/Action Items

- Chairperson Fong to again send out a presentation she helped create, outlining the benefits of shopping local, as a starting point for a possible social media campaign on the topic. She will add a review of it to March's meeting agenda
- Yulia Carter to share non-confidential sales tax reports with the Committee, with the caveat that they lag several months by the time they're available

Follow-Up on Past Speakers

- Chairperson Fong led a discussion on follow ups from past presenters to the EDC.

Follow-up/Action Items

- Member Hirshlag will continue to be the liaison between the EDC and Amanda Anthony/Renaissance Center
- With an introduction from Chairperson Fong, Member Foster will follow up with the Half Moon Bay Chamber of Commerce to see if there is a relationship that could benefit the EDC
- Member Foster will follow up with the Silicon Valley/San Mateo County Convention and Visitors Bureau's events and social media person to provide content and ensure the "brand voice" the EDC is seeking is preserved

INFORMATIONAL ITEMS

- Member Judan gave an update on Beach Bites Bingo and stated that there was no activity; suggested there could be synergy with Shop Pacifica campaign

Follow-up/Action Items

- Subcommittee 3 to work with Member Judan to see if any synergies are possible
- Member Judan to update EDC on status of World Dog Surfing Championships – go/no go

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Member Hirshlag pitched an idea around a possible blueprint/strawman for local businesses to take advantage of Pacifica events, even if they are not directly involved. Member Hirshlag to present a rough idea to see if others think this would be worthy of EDC member time
- Yulia Carter will present more on the Sales Tax report if EDC members have questions
- Chairperson Fong to review the original Shop Pacifica presentation
- Review of EDC budget – what is remaining for the fiscal year and what projects might it be spent against
- Chairperson Fong to follow up with Fog Fest's new President, James Crowe, about presenting at a future EDC meeting

ORAL COMMUNICATION FROM THE COMMITTEE

- Mayor Bier encouraged the EDC to review and comment on the draft Environmental Impact Report (public comments due by 5pm on March 8) and the General Plan/Sharp Park Specific Plan (comments can be made up until the time the items are presented in City Council).
- Chairperson Fong shared more information about the Pacifica tour done for members of the Silicon Valley/San Mateo County Convention and Visitors Bureau, organized and led by Council Member O'Neill

- Next scheduled meeting – March 8, 2022, 6:00 p.m.

Follow-up/Action Items

- NEEDS OWNER - Someone should create a list of available meeting space and share with the Bureau and post somewhere on the City website

MEETING ADJOURNED: 8:01 p.m.