

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE
(EDC)**

Tuesday, March 8, 2022, 6:00 p.m.

CALL TO ORDER: 6:06 p.m.

ROLL CALL

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

ADMINISTRATIVE BUSINESS

- Chairperson Fong requested a motion approving the order of the agenda as presented. Member Sieglock moved to approve; Member Hirshlag seconded. All approved.
- Chairperson Fong requested a motion approving the minutes of the February 8, 2022 EDC meeting. Member Hirshlag moved to approve; Member Dougherty seconded. All approved.

COMMUNITY COMMUNICATIONS

- No community comments were given.

STAFF COMMUNICATIONS

- Alyssa Barranti let the EDC know that the City is currently updating to a new website, with a goal to have it ready by May 2022. Until then, most content is frozen.
- Ms. Barranti also provided an update on the Shop Pacifica program.
 - 20 total businesses are signed up to accept the gift cards, including 6 added during the Valentine's Day promotion period.
 - The Valentine's Day promotion resulted in both more gift cards being purchased and merchants signing up to accept the cards.
 - Next steps should include signing up more merchants and ensuring that cards sold are redeemed.
 - Other cities' experiences show that food and beverage is the top redemption category.
- Yulia Carter told the EDC that the CDA contract is approved and a CDA/City Staff kick-off meeting is being scheduled.
- Ms. Carter confirmed the Vision 2025 RFP is closed and submissions are being reviewed.

Follow-up/Action Items

- Yulia Carter to share the CDA scope of work document prepared for City Council with the EDC.
- Chairperson Fong asked that, when the EDC section of the website is redone, a repository for EDC minutes, agendas and presentations be built.
- Yulia Carter to lead the EDC through a workplan and budget review in the next meeting – what is left for this fiscal year and what will we need for the next fiscal year.
- Archie Judan to confirm status of funds allocated from the EDC budget to Beach Bites Bingo.
- Yulia Carter will continue sharing the non-confidential Sales Tax report with EDC members and will present more to members if needed.

COMMITTEE COMMUNICATIONS

Subcommittee 1 (Robert Foster, Nick Humann, Beth Lemke and Sean Thompson)

- Member Humann said a meeting with the City is scheduled to talk about possibilities for some sort of Pacifica festival.
- This Subcommittee added a post to the discoverpacifica Instagram site.

Follow-up/Action Items

- Subcommittee 1 to update the EDC at the April meeting with more ideas on a Pacifica-based event, a rough timeline of steps, possible obstacles, etc. for members to provide input on
- Subcommittee 1 to ensure Instagram site profile verbiage is updated and clarity between discoverpacifica and #discoverpacifica

Subcommittee 2 (Matthew Dougherty, Debi Hirshlag and Archie Judan)

- Member Hirshlag reviewed the Subcommittee's recent work:
 - Team asked to hold off on a formal blanket business survey so will aim to interview "new" businesses (license applications since 2021) to determine their needs, wishes and pain points associated with doing business in our City. Target list nearing completion and interview template completed.
 - Subcommittee 2 will take the lead on working with our City Liaisons on the redo of the EDC website once the City launches the new format.
 - It was discovered that the EDC website once listed available commercial real estate in Pacifica. We can relaunch it with the new City website. Call placed into KIMCO (since they are the largest commercial realtor in Pacifica) to see what a process to maintain an accurate listing could look like.
 - Team continues to look at Wayfinding "lite" opportunities to point visitors to businesses throughout Pacifica from well-trafficked visitor areas. Member Hirshlag suggested more robust/formal Wayfinding should be part of the neighborhood/banner project that CDA has in its scope of work.
 - Team holding off on a business-facing newsletter pending (a) results from business interviews and (b) seeing what CDA has in mind on the topic as it was mentioned in their scope of work.

- Members Foster, Hirshlag and Sieglock met informally and ended up brainstorming ideas on a potential social media/visitor attraction concept involving selfie-worthy photo spots around Pacifica near businesses.

Follow-up/Action Items

- Subcommittee 2 will present a very rough outline on how a tourist-facing business directory (Wayfinding) might be created and displayed at key visitor points in town.
- Subcommittee 2 will work with appropriate people to create a “local market information” document to accompany the open commercial real estate listing.
- Subcommittee 2 will look at Burlingame’s website to see an example of an available commercial real estate listing.
- ON HOLD: Launch a newsletter to communicate with and serve all Pacifica-based businesses
- Members Foster, Hirshlag and Sieglock will continue their brainstorm on a potential selfie/social media campaign recommendation.
- All EDC members should provide feedback/wish list on the EDC section of the Pacifica website to Subcommittee 2.
- Council Member Beckmeyer asked Subcommittee 2 to meet with the owners of Perfect Pour to help with that business’ efforts in the community and says they have near-term experience taking over a business and trying to expand it.

Subcommittee 3 (Matthew Dougherty, Daisy Fong, Archie Judan and Greta Sieglock)

- Member Sieglock, for Subcommittee 3, gave further update on the Shop Pacifica Gift Card program, reminding everyone that the bonus cards expire April 30.
- Discussion on promotional ideas to increase gift card sales – birthdays, teacher appreciation day, etc.
- Chairperson Fong reviewed excerpts from a Buy Pacifica presentation she helped create, outlining the benefits of shopping local, as a starting point for a possible social media campaign on the topic.
 - Council Member Beckmeyer shared her support for a “Did You Know” campaign, talking about driving to another town to buy Vans sneakers when they’re available right in Pacifica.
 - Member Hirshlag liked the messaging about how tax dollars support the community. She also suggested a survey to determine why/when residents shop outside of Pacifica.

Follow-up/Action Items

- Subcommittee 3 to discuss what, if anything, can be done with the shopping local presentation.
- Member Sieglock to update the Shop Pacifica Instagram account so that the Valentine’s Day promotion (which is no longer running) is not the last post in the account.

- Council Member Beckmeyer will get a percentage or number of teachers who live in Pacifica.

Follow-Up on Past Speakers

Follow-up/Action Items

- Member Foster to update the EDC, in the next meeting, about what contact/actions, if any, came out of speaking with the Half Moon Bay Chamber of Commerce and the Silicon Valley/San Mateo County Convention and Visitors Bureau's events and social media person.

INFORMATIONAL ITEMS

Follow-up/Action Items

- Member Judan to update EDC, in the next meeting, on the status of World Dog Surfing Championships – go/no go

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- In the April meeting, the Committee will review the EDC workplan and budget for the current and upcoming fiscal year – what is remaining for the fiscal year and what projects might it be spent against; what will we need for the next fiscal year
- In the April meeting, Fog Fest's new President, James Crowe, will present about that event (and possibly the Pacifica Anchor Magazine he's spearheading)
- Council Member Beckmeyer will speak with the owner of Table Wine about presenting at a future meeting
- How the "no plastics" and mandatory reusables for dine-in ordinance will affect Pacifica's businesses and how the EDC might help with communication/transition
- 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. When ready, Member Hirshlag to present a rough idea to see if others think this would be worthy of EDC member time

ORAL COMMUNICATION FROM THE COMMITTEE

- Council Member Beckmeyer shared several updates from City Council – Disposable Food Service Ware Ordinance (goes into effect October 2022; June 2023 for dine-in reusable service ware requirement), district maps, safe parking ordinance, 400 Esplanade project and the return to in-person City Council meetings. She also encouraged EDC members to attend the City Council goal setting meetings open to the public on March 25 and 26.

Follow-up/Action Items

- All EDC members send ideas to Chairperson Fong about what metrics would be valuable/practical to track on a regular basis related to our mission (i.e. TOT figures, businesses opened/closed, available commercial real estate, etc.).

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

Next scheduled meeting – April 12, 2022, 6:00 p.m.

MEETING ADJOURNED: 8:04 p.m.