

MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, May 10, 2022, 6:00 p.m.

CALL TO ORDER: 6:05 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: Nick Humann, Beth Lemke
- c. City Council Liaisons Present: none
- d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti

ADMINISTRATIVE BUSINESS

- Chairperson Fong requested a motion approving the order of the agenda as presented. Vice-Chair Thompson moved to approve; Member Judan seconded. All approved.
- Chairperson Fong requested a motion approving the minutes of the March 8 2022 EDC meeting. Member Foster moved to approve; Member Sieglock seconded. All approved.

COMMUNITY COMMUNICATIONS

- No community comments were given.

PRESENTATION FROM JAMES CROWE

- This is James Crowe's first year as Fog Fest President.
 - Last weekend in September. Event brings in \$1.5M in revenue in two days.
 - Keeping vendor prices flat despite increase in all costs. Key goal is to help non-profits raise money.
 - Safety is the main priority ensuring Fog Fest can be held safely during Covid. Still a risk that the event may get cancelled if an outbreak happens
- Group discussed ideas on how the event can have even more benefit to Pacifica.
 - Question about what type of outreach is done to get local businesses involved. Issue is that many local businesses either don't have the staff to staff a booth and their business or the required permits to serve food from a booth
 - Discussion about maybe creating a VIP event that will feature Pacifica Businesses only.
 - What other activities can we do for Pacifica businesses?
- James made request to City about how they can help with cost i.e. via Sponsorship, lower cost of Police/DPW, etc.

Follow-up/Action Items

- Are there ways the EDC can help Pacifica businesses benefit from this event? One idea was Palmetto businesses selling VIP Access – where people can leave coats, grab snacks, use restrooms, get out of the crowds for a moment.

STAFF COMMUNICATIONS

- Yulia Carter talked about revenue increases for the City through increased utility and TOT rates
- City website will be migrated in July.
- CDA working on City social media.

Follow-up/Action Items

- Agendized EDC website page for recommendation on what should go on the page

COMMITTEE COMMUNICATIONS

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

- Members Foster and Thompson reviewed their Blues + Brews event status.
 - Targeting an October date for the event
- Working on permitting; modelling after the annual Rockaway Christmas Tree Lighting event.
- Question about funding the event
- Future consideration about Packages/Hotels. Putting together an Event Kit

Follow-up/Action Items

- Estimate funding for event and request for budget. Provide vendor lists. Need budget request by June 13th.
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Subcommittee 2 (Matthew Dougherty, Debi Hirshlag and Archie Judan)

- Member Hirshlag gave an informal update on the new business interviews the group is doing.
- Some highlights: Confusion about signage policy, Business experience working with Kimco, Coastal Commission
- A full update with recommendations will be presented at the next meeting.

Follow-up/Action Items

- Present findings and recommendations from the new business interviews.

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

- Members Fong and Sieglock reviewed efforts around Shop Pacifica aimed at Teachers and Graduates, through the Pacifica Education Foundation.

Follow-up/Action Items

- Work with CDA to come up with a calendar of events that might be a good fit for a Shop Pacifica promotion

Review/discuss annual report to City Council

Reminder that the annual report to City Council is coming up. Actual date needs to be confirmed

Discuss goals and priorities for FY 22-23 workplan

Chairperson Fong asked members to review their workplan and priorities for FY22-23 and come prepared to discuss in the next EDC meeting. Next meeting will dedicate a good portion of the time to discussing workplan and priorities.

Follow-up/Action Items

Members to discuss their workplan and come prepared with any changes/revisions for discussion

Follow-Up on Past Speakers

Follow-up/Action Items

- (still outstanding) 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

- Member Sieglock talked about the first Pacifica Pride event, kicking off June 4
- Member Hirshlag talked about the need for help on the Job Fair; will send an email with specific tasks to EDC members
- EDC has ~\$5,000 left in its budget; send ideas to Alyssa. Will call a special meeting to discuss allocation of remaining budget.

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- 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
- Business Tool Kit on how they can capitalize on events in Pacifica, even if not directly involved

ORAL COMMUNICATION FROM THE COMMITTEE

- none

Next scheduled regular meeting – June 14, 2022, 6:00 p.m.

MEETING ADJOURNED: 8:16 p.m.