

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, June 14, 2022, 6:00 p.m.**

CALL TO ORDER: 6:10 p.m.

ROLL CALL

- a. Members Present: Daisy Fong (chair), Sean Thompson (vice-chair), Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock
 - b. Members Absent: Nick Humann, Beth Lemke, Debi Hirshlag
 - c. City Council Liaisons Present: Sue Beckmeyer, Mary Biers
 - d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti
- Daisy announced the resignation of members Debi Hirshlag and Beth Lemke from the committee. There was a discussion around when the vacancies of the two members can be filled. Councilmember Beckmeyer mentioned that typically recruitment for committees/commissions happen around October but since there are seats available in other commissions recruitment may happen earlier. Councilmember Beckmeyer will verify with the City Clerk when we Council can start recruitment to fill seats.

Follow-up/Action Items

Confirm when next recruitment will be to fill vacant seats in committees.

ADMINISTRATIVE BUSINESS

- Daisy requested a motion approving the order of the agenda as presented. Member Foster moved to approve; Member Judan seconded. All approved.
- Minutes from the May 10th meeting and May 24th special meeting were not available for approval. Approval of May 10th and May 24th minutes will happen at the July 12th meeting.

COMMUNITY COMMUNICATIONS

- Cindy Abbott spoke to the committee about the Stanford student EV presentation that she attended. Requested copy of the presentation to be sent to her.
- Cindy is also the President of Pacifica Environmental Family and the group has been kicking around an idea of an EV Car fair. Suggest that maybe can partner together with EDC and do it in the parking lot of the Art Center.

Follow-up/Action Items

Staff will make available a copy of the EV presentation to Cindy Abbott

EDC to consider as an option to partner with Pacifica Environmental Family on doing an EV Car fair.

PRESENTATION

- No presenter this month.

STAFF COMMUNICATIONS

- Yulia commented on the Annual Report given to City Council last night.
- Yulia gave an overview on the Stanford EV project. Yulia worked with Stanford students to map out EV charging station to make Pacifica EV ready. Will make presentation available once it's cleaned up. Alyssa & Yulia started brainstorming on ideas for this program.
- Selected consultant for Economic Development Opportunity study. Tomorrow is a kick-off meeting to map out process and program to layout the economic opportunities for the future. Part of Vision2025 and Beyond.
- Currently in budget season right now.
- Alyssa gave an overview and update on the Job Fair held on May 26. (See attachment)
 - Matthew stated that they already hired 2 people because of the Job Fair.
 - Sue thinks it will be great idea to do a profile on businesses who participated in the Job Fair.
 - Greta suggested that with more time, budget, and resources we can do better out-reach to candidates i.e., text remind.
 - Daisy stated that if we want to do another job fair there needs to be more participation from members and not all fall to one member.
 - With the quick and tight turnaround the timing did not work for many members with their schedule to participate

Follow-up/Action Items

Consider doing a profile on businesses that participated and hired because of the job fair

COMMITTEE COMMUNICATIONS

- Election of Secretary to replace Debi Hirshlag. Matthew nominated Robert Foster as Secretary. Robert accepted the nominations. All approved. Robert will officially begin his secretary duties at the July EDC meeting.

Discuss goals and priorities for FY 22-23 workplan

- Daisy led the discussion on workplan and priorities for FY22-23.
 - She shared the current workplan to the committee members.
 - There is some overlap with CDA on projects/tasks around Pacifica Branding and Shop Pacifica campaign.
 - With CDA on board the Shop Local campaign will be driven by them so does Subcommittee Three need to focus as much on Shop Pacifica? And with Debi leaving there is a resource gap in Subcommittee Two.

- Does Subcommittee One need to focus on Discover Pacifica Instagram since CDA is taking over social media posting so members can focus on events instead?
- This led to discussion on whether we need to revise the workplan to reflect CDA coming on board and what the members want to focus on for the next fiscal year
 - Yulia stated that there is still a need for Subcommittee Three to assist CDA with out-reach to local businesses for Shop Pacifica
 - Yulia stated events are still an area where Subcommittee One can help out with since there are no resources within the City to host events.
- Discussion around whether to reorganize the workplan so that participation can be more balanced and allow for members to contribute based on skill set and schedule.
 - Robert wondered if there is a way for work to ebb and flow between groups so subcommittees can seek out bandwidth with other members based on availability and need.
- Yulia suggested that the workplan should be structured as follows: goals, then strategy on how and then specific projects. What is missing from current workplan are the hows and what programs are going to be implemented to support the goals and strategy.
 - Robert added it will help to have very finite deliverables. He cited Subcommittee One saying that they identified two projects that they are focusing on: Discover Instagram and Brews/Blues.
 - Yulia said even for Instagram that since CDA is managing social media Subcommittee One doesn't have to focus on it but can always give content to Alyssa or her and CDA will manage it.
 - Yulia mentioned how there is a document that CDA created that businesses can use to send content to have their business featured in social media.
 - Sean thinks that the items should be kept broad, so it provides latitude to each team to work that is interesting to that team and what they want to accomplish. And not to do everything.
 - Robert raised the question whether reviewing/revising the workplan is something that happens at this time of year. Daisy confirmed that we need to rethink the workplan and what specific deliverables/project we are going to work on to submit our budget ask for the next fiscal year.
 - Discussion around budget assignment for each committee based on project defined.
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- Daisy also shared priorities for the group to consider for next fiscal year and to get their thoughts.
- In conclusion the group felt like the goals and the strategy were good as is but we need to come up with one or two specific deliverables so we can assign budget.
 - Concern was expressed that Subcommittee Two goals will not be met due to Debi's leaving so Subcommittee Two and Three will merged until new members come on board.

Follow-up/Action Items

Members to discuss their workplan and come prepared with specific deliverables and priorities

- Daisy presented the letter to authorize Committee Chair to Sign Letter of Support for Sharp Park PDA Pedestrian Project. All approved.

Follow-Up on Past Speakers:

- This item was not discussed and will be put on next month's agenda

INFORMATIONAL ITEMS

- Dog surfing not proactive in communicating with the Chamber. Daisy asked about how we can leverage the event to promote Pacifica to out-of-towners. She mentioned that she talked to CDA about have Shop Pacifica material at one of the booths.
- No Chamber updates
- BID annual report was approved by City Council with provision that they will be working with CDA.

ORAL COMMUNICATION FROM THE COMMITTEE

- Update from Council
 - Accepted report from BID. Items that use to be part of the budget i.e., PR/Familiarity visits were gone so it seems that they were taken off due to low budget. About half of the funding seems to be focus more on website, blog, media and advertisement.
 - Also, there will be quarterly meeting with BID members, Council liaison Sue Beckmeyer, Mary Biers and CDA on collaborating and how to work together. Sue wants to be able to keep VisitPacifica.com fresh and relevant and work with people who know how to improve engagement with the site.
 - Short term rental staff report. 1st substantive report from staff. Very interesting. Strongly encouraged to read. Will have staff send out the report to members. Great data in the report. Recommend listening to discussion around short term rental. Good conversation among Council members. Next step is to bring it up the topic next Spring. Can be a significant task item.
 - Mary recommends looking at the General Plan since its coming to Council soon.
 - Sue gave an update on Planning Commission meetings. Encourage members to participate and share comments.
- Update from Individual Committee Members
 - Greta wants to incorporate Pride in the workplan.
 - Sue asked Yulia to review the banner report from CDA. Need to look at banner plan and incorporate Pride into that.
 - Sean gave update on Brews/Blues. Decided to partner with Chamber since they have resources and infrastructure i.e., checking account, relationship with insurance brokers.
 - Robert will try to submit invoices next week for this fiscal year budget.
 - Sue would like to get more details about Brews/Blues from Sean and Robert.
 - Matthew really enjoyed job fair.

Follow-up/Action Items

Sean/Robert to reach out to Sue about Brews/Blues

Yulia to give banner plan to Sue

All review Short Term rental staff report

All review and participate in General Plan

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Greta wants to discuss networking/business seminar may be part of Subcommittee Two discussion.
- Daisy would like to have an in-depth summary of interviews conducted by Subcommittee Two and discuss next steps
 - Yulia added that including a survey as part of workplan will be incredibly helpful. Ideally will be part of the new business process and follow through

Next scheduled regular meeting – August 9, 2022, 6:00 p.m.

MEETING ADJOURNED: 8:11 p.m.