



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, July 12, 2022, 6:00 PM**

**Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94123660482>**

## ***CORONAVIRUS DISEASE (COVID-19) NOTICE***

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF GOVERNMENT CODE SECTION 54953 (AS AMENDED BY AB 361) WHICH AUTHORIZES TELECONFERENCED MEETINGS UNDER THE BROWN ACT DURING CERTAIN PROCLAIMED STATES OF EMERGENCY. THE GOVERNOR OF CALIFORNIA PROCLAIMED A STATE OF EMERGENCY RELATED TO COVID-19 ON MARCH 4, 2020. THIS TELECONFERENCED MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT ESSENTIAL BUSINESS AND IS PERMITTED UNDER GOVERNMENT CODE SECTION 54953 IN ORDER TO PROTECT PUBLIC HEALTH AND SAFETY OF ATTENDEES.

Consistent with Government Code Section 54953, this City Committee Meeting will be held via teleconference only and will not be physically open to the public. Committee Members and staff will teleconference into the meeting by audio and/or video. The meeting will be conducted via Zoom.

Below is information on how the public may observe and participate in the meeting.

### **How to Join the Meeting:**

- Join using Zoom meeting link: <https://zoom.us/j/94123660482>  
(By Phone, dial-in to: 1-669-900-6833 and enter Webinar ID: 941 2366 0482)
- Contact Assistant City Manager Yulia Carter by email at [ycarter@pacifica.gov](mailto:ycarter@pacifica.gov) for meeting access questions.

### **To Participate in the Meeting by Providing Public Comment:**

- (1) **PRIOR TO THE MEETING:** By email to [ycarter@pacifica.gov](mailto:ycarter@pacifica.gov). Comments submitted by email should adhere to the following:
  - Subject Line: "Public Comment – EDC Mtg 11/9/2021 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
  - Submitter's Full Name
  - Limit word count to 350 words
- (2) **DURING THE MEETING:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Zoom access information is provided above. Use the "raise hand" feature (for those joining by phone, press \*9 to "raise hand") during the public comment period for the agenda item you wish to address. You will be recognized to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at [www.cityofpacifica.org](http://www.cityofpacifica.org) for any updates.

## **CALL TO ORDER:**

### **Roll Call:**

- Members:** Daisy Fong (Chair), Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Beth Lemke
- City Council Liaisons:** Mayor Mary Bier, Sue Beckmeyer
- Staff Liaison:** Yulia Carter, Alyssa Barranti

## **ADMINISTRATIVE BUSINESS (5 minutes):**

Approval of Order of Agenda

Approval of Minutes of May 10, 2022 meeting  
Approval of Minutes of May 24, 2022 special meeting  
Approval of Minutes of June 14, 2022 meeting

**COMMUNITY COMMUNICATIONS (5 minutes):**

**Oral Communications at opening:**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

**PRESENTATIONS (30 minutes):**

**STAFF COMMUNICATIONS (10 minutes):**

- a. Update on Economic Development-Related Items

**COMMITTEE COMMUNICATIONS (50 minutes):**

1. Committee Workplan Actions and Updates
  - a) Present individual subcommittee goals and priorities for FY 22-23 EDC workplan
  - b) Discuss results of small business surveys - Subcommittee 2
  - c) Provide an update on July 5, 2022 meeting with CDA - Subcommittee 3

**INFORMATIONAL ITEMS (10 minutes):**

1. Update on upcoming Dog Surfing & Chamber events– Archie Judan

**ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)**

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – August 9, 2022

**POTENTIAL FUTURE AGENDA TOPICS (5 minutes)**

1. The Committee will discuss and determine potential future agenda items

**ATTACHMENTS**

**Attachment A** – Minutes of May 10, 2022 meeting

**Attachment B** – Minutes of May 24, 2022 special meeting

**Attachment C** – Minutes of June 14, 2022 meeting

**ADJOURNMENT**

**Notes:**

\*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations



**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 13<sup>th</sup>.
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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.

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)  
SPECIAL MEETING  
May 24, 2022, 4:30 p.m.**

**CALL TO ORDER: 4:37 p.m.**

**ROLL CALL**

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

**COMMITTEE COMMUNICATIONS REGARDING USE OF REMAINING EDC BUDGET**

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

- Member Foster talked about what expenses for Blues and Brews could be prepaid now:
  - Deposits on stage, trolleys are items that can be done this year
- Yulia Carter asked for a full line-item budget by mid-June so she can determine which could be done this year.
  - Robert will try to get a budget ask to Yulia.

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

- Job Fair spending limited so far – social media/advertising, \$25 Shop Pacifica raffle prize and printing.
- Estimate at least \$500 of allocated budget will be left. No other uses recommended within the short timeframe remaining.

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

- Member Sieglock presented several ideas she had, including Shop Pacifica incentive programs for hotels and other businesses. Can cards be pre-bought for this? Discussion about how this will work and what fees will be paid.
- All agreed any remaining money that could not be used by Subcommittees 1 and 2 would be well used for these Shop Pacifica ideas.

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

MEETING ADJOURNED: 5:30 p.m.

**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.
    -
- 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. 1<sup>st</sup> 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.