



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE SPECIAL MEETING AGENDA

Tuesday, August 16, 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 for meeting access questions.

To Participate in the Meeting by Providing Public Comment:

- (1) **PRIOR TO THE MEETING:** By email to 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 for any updates.

CALL TO ORDER:

Roll Call:

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

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

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
- b. Quorum procedure

COMMITTEE COMMUNICATIONS (60 minutes):

1. Committee Workplan Actions and Updates
 - a) Adoption of FY 2023 Workplan
 - b) Budget Allocation
 - c) Discuss results of small business surveys - Subcommittee 2

INFORMATIONAL ITEMS (10 minutes):

1. Update on EV Car Fair – Matthew Dougherty
2. Update on 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 – September 13, 2022

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

1. The Committee will discuss and determine potential future agenda items
 - a) Katie Brookshire owner of Table Wine to speak at the September EDC meeting.
 - b) Palmetto Banner Plan

ATTACHMENTS

Attachment A- FY 2023 Workplan

ADJOURNMENT

Notes:

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



City of Pacifica
Economic Development Committee Workplan
FY2022-2023

1. Promote and market Pacifica to out-of-town visitors to drive tourism revenue.

- Attract visitors through creation and collaboration/sponsorship of events
- Partner with existing organizations (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with CDA to enhance EDC usage of digital platforms and increase traffic to social media sites (e.g.: Instagram, Twitter, Facebook)

2. Provide assistance and support to local businesses and the City of Pacifica.

- Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources.
- Conduct survey and data gathering to understand and address business's needs.
- Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
- Host workshops and other networking events (e.g.: expanding one's business, utilizing social media)

3. Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.

- Educate residents on the advantages of spending locally on goods and services
- Launch campaigns and events to build awareness and sense of community (ex: Spend Local; Eat Pacifica)
 - Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

Priorities Workplan Item #1: *Estimated Budget: \$???*

- a. Organize Pacifica Music and Drink Festival featuring local artists and vendors. This will be a joint effort with the Chamber of Commerce.
- b. Assist City in organizing future events to drive out-of-town visitors.

Priorities Workplan Item #2: *Estimated Budget: \$??*

- 1. Host at least 1 business seminar, networking event, roundtables that will add value back to the businesses and help them grow and to encourage business support.
 - a. Work closely with Amanda at Renaissance Center to launch events including creating marketing material, providing necessary resources and assistance
- 2. Update EDC & City Website
 - a. Create EDC webpage to include a commercial real estate listings and vacancy to attract new businesses and inform existing businesses who are interested in expanding.
 - b. Review the instruction/check list on business opening information and create simple-to-follow business opening information
- 3. Create and Conduct survey of new businesses
- 4. Assist City with annual Job Fair

Program ideas for Workplan Item 3: *Estimated Budget: N/A*

- 1. Explore Shop Pacifica gift card giveaway with hotels and/or at events to increase awareness and encourage usage/redemption
- 2. Continue to assist and advise CDA & City on implementation of Shop Pacifica Campaign
 - o Tie Shop Pacifica Campaign messaging to how buying locally benefits the community.
 - Provide insight on how sales taxes are generated and distributed.
 - Use concrete examples i.e.
 - Support Senior Services and Youth Recreational Activities
 - Keep Money in Pacifica to Fund Public Works Programs [Insert program here i.e fire, police, emergency services]
 - Your Purchase Help Preserve & Maintain Local Parks & Beaches.
- 3. Assist with annual Pride festivities.