

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, July 12, 2022, 6:00 p.m.**

CALL TO ORDER: 6:11 p.m.

ROLL CALL

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

Daisy announced that member Nick Humann has officially resigned from EDC and that member Beth Lemke is still listed as a member of EDC since she has not officially resigned from her position. Alyssa has reached out to her to formally have her submit her resignation. This means that EDC currently have three vacancies. With only 6 members we don't have much leeway to reach quorum since we need 5 members present to achieve quorum. It's essential to respond to Alyssa.

Follow-up/Action Items

ADMINISTRATIVE BUSINESS

- Daisy requested a motion approving the order of the agenda as presented. Member Sieglock moved to approve; Member Foster seconded. All approved.
- Approval of minutes of May 10th and Jun14th EDC regular meeting and May 24th Special Meeting.
 - Matthew brought up that he attended the May 10th Special Meeting. Alyssa will correct the minutes to reflect Matthew attendance.
 - Member Sieglock moved to approve; Member Foster seconded. All approved.

COMMUNITY COMMUNICATIONS

- None

PRESENTATION

- No presenter this month.

STAFF COMMUNICATIONS

- Starting new fiscal year. July 1 is our new fiscal year. Based on motion from the May 24th EDC Special Meeting, the City sent a check to Yiftee to fund the future program/promotions for this fiscal year. Check sent was \$4,500.
- Started Economic Opportunity Study. Consultant on site doing city tour and stakeholder interviews. Continue to do initial interview via remote and eventually will do more robust outreach. Driving a new report by geo zone. How geo zones are doing by property tax, sales, housing, etc.
- New budget includes new Economic Development Manager position.
- Mayor Bier shared that the General Plan was approved in last night's City Council meeting. (valid until 2040)
- Mayor Bier share the next element is– Housing that is part of the General Plan. (allocation 1800+ houses)
- Yulia shared the EDC Budget for FY23 is approximately \$7,500. Daisy asked whether we need to have a meeting to discuss budget allocation. Yulia suggested that it needs to be tied to our goals/workplan first.

Follow-up/Action Items

Discuss budget allocation once goals/priorities are finalized.

COMMITTEE COMMUNICATIONS

- Subcommittee 1
 - Discussion around the permitting process and timing. Yulia said that they should meet. First step is a detailed plan with a budget line items. Include logistics i.e. how many volunteers, sponsorship, business participation. Preliminary budget is fine, but this is First Step
 - Archie mentioned that another aspect is the Alcohol permit. Archie offered to reach out to Fogfest for an alcohol permit documentation.
 - Robert asked whether having the event in Rockaway may be part of the hold-up. Archie didn't think location have an impact. Archie confirmed that EDC can piggyback on the Chamber Insurance policy.
 - Discussion around timing and whether enough time for marketing. Archie suggestion is to capitalize on Fogfest to bring awareness to event.
 - Robert mentioned that this is to concept this out and that marketing may be more guerilla type marketing.
 - **Next Steps**
 - Week of 7/18: Preliminary Approval of the line item budget and the Event Plan (date, times, logistics and budget)
 - Week of 7/25 – Draft the permit, Pull all these items to actual permit
 - Target event for October 23rd – feel good
 - Needs: Alcohol permit. Sean is in discussion with Robert Gamble from Pedro Point Brewery Company.
- Committee 2 – Shared FY23 Priorities
 - Continue to support Shop Pacifica GC. Tie Shop Pacifica back to locally communities. Look at gift card giveaways i.e hotels, events.
 - Hosting networking events-Greta reached out to Amanda from Renaissance Center

- Advise on the update the City/EDC website. Yulia then gave an update on new City/EDC that launched. Daisy asked whether we should agendize this to get input on EDC website content/format. Yulia said it should be part of SubCommittee and we can agendized it.
- Other priorities: Job fair, Survey New businesses, calendar, assist with Pride festival.
- Daisy asked for feedback on priorities. Robert agreed with Shop Pacifica and felt that the job fair and networking that either is good to help out businesses. i.e. an event to discuss inflationary impact.
- Greta-provides thought about networking events i.e. Business A can host Business B. Does not necessarily need to be an event. Archie suggested that having it seasonal would be good. i.e. shopping.
- Matthew gave input on Shop Pacifica Gift Card giveaway.
- Yulia suggests adding a calendar on top of this. At least quarterly to know when things will happen.
- Sue gave input and felt it was good that we are building on success i.e. networking events, how to start a business brochure. She is surprise how long it takes. There is still more work to be done to help prospective businesses i.e. use permit, do's and don'ts i.e. Don't sign a lease until you negotiate space Improvement with landlord, use permit. Does our brochure mention 'use permit'? Still need a lot of work to help prospective businesses on what needs to be done in terms of steps involved, maybe a flowchart?, and timing involved. Daisy mentioned that maybe Amanda from Renaissance Center can help here. Sue wants to really support new businesses. People who never opened a business.
- Archie asked whether we should review the brochure that Matt & Grace worked on. Daisy said they should look at the new business brochure and get Amanda to help with that. Archie suggested zoning maps i.e. City of Oakland does that.
- SubCommittee 3 –
 - Met with CDA and they shared their plan and listed deliverables taking into account the calendar that EDC shared with them.
 - EDC role will be advising and directing the program and CDA will create program and marketing.
 - Discussion on a calendar of promotion. CDA should think about the next promotion based on what they created.
 - Greta shared CDA presentation with committee. There are still info that need to be hashed out.
 - Sue commented to tie the banners program with Shop Pacifica.
 - Yulia gave an update on banner program. Some of the poles have defective arms and need to do some hardware fixes. CDA already designed initial banner that will feature Shop Pacifica and include QR code. Will share once tested and finalized. Since poles are too close together so having a banner on every poll may look too crowded. So want to use flower plants for those banner polls that are not used for banners.

Follow-up/Action Items

- *Subcommittee 1 will meet with Yulia next week to discuss detailed plan and budget proposal.*

- *Archie can reach out to FogFest to get an example of alcohol permit document*
- *SubCommittee 2 to meet to finalize priorities and create calendar.*
- *Follow-up with Amanda on how she can help with the info/materials she may have around starting up a business.*
- *Subcommittee 2 to review info from CDA.*

Moved the results from the Business Survey to next meeting

Follow-Up on Past Speakers:

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

INFORMATIONAL ITEMS

- Archie gave an update on Dog Surfing. Reached out to organizer about promotion but the organizer have not been responsive. Chamber traditionally has a booth and question is who going to manned the booth. Yulia suggested to use the Chamber booth for materials/pamphlets.
- Daisy also mentioned repurposing the Dog Surfing blog that CDA created and post it on Visit Pacifica and the Dog Surfing site.
- Sue mentioned that SF peninsula has something about Dog friendly places and to get in touch with them.

Follow-up/Action Items

- *Daisy said she would reach out to SF Peninsula re: the Dog Surfing. Will follow-up with CDA about producing flyer/brochure for the Dog Surfing*

ORAL COMMUNICATION FROM THE COMMITTEE

- City Council Liasons
 - Zip Trip on July 29th in front of Taco Bell
 - Sue mentioned possible funding for Palmetto Street Scape Project.
 - Sue asked if anyone got in touch with Cindy Abbott on EV Car fair presentation.
 - Daisy asked Matthew to touch base with Cindy to see what she is thinking and to bring back to EDC.
 - Sue gave an update on recruitment for vacancies. Sarah will post noticing late Aug/early Sept. for recruitment in October. Sue wants to have a process to recruitment in the interim so we don't have to wait. i.e. go back to list of people who were interested.
- No individual committee member updates

Follow-up/Action Items

Matthew to follow-up with Cindy Abbott on EV Car Fair.

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Matthew bringing update from Cindy on the EV Car Fair
- EDC Website
- Kosmont findings. Yulia will provide update. Sue suggested that we can get an update on who Kosmont spoke to, etc.
- Table Wine-Katie speaker. Give a talk about her business and the move.

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

MEETING ADJOURNED: 8:06p.m.