



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, September 13, 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
- 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 July 12, 2022 EDC Meeting  
Approval of Minutes of August 16, 2022 Special 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):**

Katie Brookshire – Table Wine

**STAFF COMMUNICATIONS (10 minutes):**

1. Update on Economic Development-Related Items
  - a. Update on City Wide Launch of Shop Pacifica
  - b. Update on Economic Opportunities Study

**COMMITTEE COMMUNICATIONS (50 minutes):**

1. Committee Workplan Actions and Updates
  - a. Subcommittee 1: Volunteers for Pacifica Blues and Brews Event on 10/22
  - b. Subcommittee 2: **Greta** to provide update on Networking Events; **Matthew** to provide update on EV Car Show; **Daisy** to discuss “New Business Permit Do’s and Don’ts” flyer

**INFORMATIONAL ITEMS (10 minutes):**

1. Update on upcoming 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 – October 11, 2022

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

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

**ATTACHMENTS**

**Attachment A** – July 12, 2022 Meeting Minutes

**Attachment B** – August 16, 2022 Special Meeting Minutes

**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, 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 10<sup>th</sup> and Jun14<sup>th</sup> EDC regular meeting and May 24<sup>th</sup> Special Meeting.
  - Matthew brought up that he attended the May 10<sup>th</sup> 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 24<sup>th</sup> 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 23<sup>rd</sup> – 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 29<sup>th</sup> 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.

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)  
SPECIAL MEETING**

**Tuesday, August 16th, 2022, 6:00 p.m.**

**CALL TO ORDER: 6:04 p.m.**

**ROLL CALL**

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

**ADMINISTRATIVE BUSINESS**

- Daisy requested a motion to change the agenda to cover 4 topics:
  - Committee Communications
  - Staff Communication re: Quorum procedure
  - Committee Communication
    - Adoption of FY 2023 Workplan
    - Budget Allocation
  - The remaining agenda items will be pushed to EDC September regular meeting.
- Motion from Member Thompson, Seconded by Member Foster. All in Favor.

**COMMITTEE COMMUNICATIONS**

- Cindy Abbott – Gave an update on Pacifica EV Expo planned for end of October.
  - The event is planned for October 29 and will be held in the parking lot at the Pacifica Center for the Arts.
  - Has reached out to City staff and Mike Perez for input and assistance on permitting, etc
  - Daisy has mentioned that she asked member Matthew Dougherty to be the liaison for this event and will forward Cindy's email to Matthew about the proposal

*Action item: Daisy will forward Cindy's email to Matthew*

**STAFF COMMUNICATIONS**

- Quorum- Yulia reiterated that all members must respond in advance with attendance (yes, no, maybe) for all committee meetings. We need 5 people to establish quorum.
- Daisy added that if members know in advance that they will be absent to let Alyssa know so we can plan accordingly. Also, when there is a guest speaker is on the agenda is important to know whether we have quorum as a courtesy to the guest speaker.



## COMMITTEE COMMUNICATIONS

- Adoption of Workplan & priorities- 3 changes approved
  - Daisy shared an updated workplan and priorities based on discussion from the June EDC meeting which was reviewed by committee member for comments/revisions:
    - Robert requested to delete “This will be a joint effort with Chamber of Commerce” from Priorities Item#1a as the Chamber is no longer involved.
    - Greta suggested to remove “(ex. Spend Local, Eat Pacifica)” from Workplan #3, 2<sup>nd</sup> bullet as this is not necessary to spell out and may give the impression that those are additional events/campaigns.
  - Daisy requested a motion to approve the workplan with 2 changes.
    - Motion from Member Thompson, Seconded by Member Sieglock. All in Favor.
  
- Budget Allocation – Total Budget \$7,750
  - Discussion around budget allocation based on priorities listed for FY22-23.
  - Robert shared SubCommittee 1 budget proposal with the committee.
    - Committee 1 Requested –
      - Blues and Brews Festival - \$5000
    - Committee 2 Requested –
      - Business seminars / Networking Event - \$500-\$1000
      - Annual Job Fair- \$500 -\$1000
      - Website & Survey no budget assignment as this can be done with City resources.
    - Committee 3 Requested –
      - Buffer for additional budget needs i.e. Annual Pride Festivities, Shop Pacifica, etc - \$750
  - Greta asked Subcommittee 1 in addition to Blues/Brews were there other items they may need budget for. Sean mentioned that there is a possibility of using some budget for Discover Pacifica content posting. Yulia suggested that Sean send content and grant access to CDA to manage the account.
  
  - Final Budgets Recommended-
    - Committee 1 Requested – \$5000
    - Committee 2 Requested – \$2000
    - Committee 3 Requested – \$750
  
  - Daisy requested a motion to approve the budget allocations
  - Motion from Member Foster, Seconded by Member Sieglock. All in Favor.

*Action item: Sean will send Yulia/Alyssa content to pass to CDA and grant CDA access to Discover Pacifica Instagram Acct.*

MEETING ADJOURNED: 7:00 p.m.