



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, December 13, 2022, 6:00 PM
Pacifica Community Center Portola Conference Room
540 Crespi Drive, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Lauren Smith, Brendan Berman, Ruby Tovar
- b. **City Council Liaisons:** Mayor Mary Bier, Sue Beckmeyer
- c. **Staff Liaison:** Yulia Carter, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of September 13, 2022 Meeting Minutes

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 (0 minutes):

STAFF COMMUNICATIONS (10 minutes):

1. Update on Economic Development-Related Items
 - Update on Economic Opportunities Study

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates
 - Discuss subcommittee assignments for new members – Sean
 - Discuss subcommittee deliverables for the remainder of the fiscal year – Sean
 - Brainstorm Speakers for 2023 – Sean

INFORMATIONAL ITEMS (10 minutes):

1. Update on Christmas Tree Lighting event and upcoming Chamber Events – Archie Judan
2. Update on outcome of Business Resources and Networking Night – Greta, Lauren, Brendan

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – January 10, 2022

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

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

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, September 13, 2022, 6:00 p.m.**

CALL TO ORDER: 6:09 p.m.

ROLL CALL

- a. Members Present: Daisy Fong (chair), Sean Thompson (vice-chair), Robert Foster (secretary), Greta Sieglock, Matthew Dougherty
 - b. Members Absent: Archie Judan
 - c. City Council Liaisons Present: Mary Bier, Sue Beckmeyer
 - d. City Staff Liaisons Present: Yulia Carter, Alyssa Barranti
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- 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 to approve the agenda:
- Motion from Member Dougherty, Seconded by Member Foster. All in Favor.

- Daisy requested a motion to approve the Meeting minutes from 7/12 & 8/16:
- Motion from Member Foster, Seconded by Member Thompson. All in Favor.

Public Communications

- Cindy Abbott – Shared about successful 50/50 Show at Sanchez Art Center Event
 - 3 Pacifica Gift Cards turned in!
- Mark Hubbell – watched the Kosmont video and has joined the meeting to provide branding input where appropriate

Community Presentation

- Katie Brookshire – owner of Table Wine
 - Pacifica was the right small town to open her business
 - Utilized 'Score' to start business → resource available to other businesses
 - Working with Score helps with SB loans

- Counselors are available to help
- Leveraged city resources to move her shop to Sharps Park
- There is a need for more Pacifica businesses
- There used to be many roadblocks that have been fixed, there is a change and momentum toward opening new businesses
- City has gotten better at facilitating
- Room for Chamber of Commerce to improve and help new businesses
- Pacifica Instagram has improved
- How could EDC help: faster to help, less bureaucracy
- Actions: Help with SB stroll activities
- Advice for new Business owners: We need a resource and/or process/playbook for new business owners to help guide them through the process

STAFF COMMUNICATIONS

- Fog Fest- Preparing for Fog Fest by creating 'Shop Pacifica' banners
- Gift Card- City invested \$10k in Shop Pacifica Gift Cards (\$5700 remaining in bonus cards)
- Business Matters – EDC newsletter 1st edition published on Aug 12th
 - Strong open rates
- Marketing Study Underway
- Applications open to backfill Yulia

COMMUNITY COMMUNICATIONS

- Sub-committee 1 Update: Event Coming Along
 - Permit – Submitted
 - Musicians – 2 booked (Mission Bluegrass, Stan Erhardt) – need 1 more
 - Breweries – Pedro Point, Pacifica Brewery, Hop Dogma
 - Food Vendors – underway
 - Odds & Ends – Port-a-potties, stage, etc.
 - Public Works responsible for Blocking off Street
 - Volunteer Needs: Headquarters Booth (will send sign-up sheet)
 - Photos – Greta can help cover
 - 'Run a Show' – requested with tasks
 - If anyone has a contact with haybales, pumpkins, or stage
- Sub-committee 2 Update:
 - Networking Event in the planning
 - EV Expo scheduled for Oct 29th
 - If you want to volunteer reach out to Alyssa, volunteers requested for a number of tasks such as setup

Individual Updates

- Daisy – would like to do new business do's and don'ts
- Archie- pulling together new biz survey

POTENTIAL FUTURE AGENDA TOPICS/SPEAKERS

- Daisy to share survey for small business next meeting

Next scheduled regular meeting – October 11, 2022, 6:00 p.m.

MEETING ADJOURNED: 7:00 p.m.