



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Tuesday, September 12, 2023, 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, L.J. Jones
- b. **City Council Liaisons:** Mary Bier, Sue Beckmeyer
- c. **Staff Liaison:** Yulia Carter, Tara Schiff, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of Dec 13, 2022
- Approval of Minutes of Jan 10, 2023
- Approval of Minutes of July 11, 2023

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

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Update on Deliverables
 - Discuss Implementation Action Plan on deliverables (Attachment A)

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 10, 2023

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.



Subcommittee 1: Promote and market Pacifica to out-of-town visitors to drive tourism revenue. Budget: \$5,000

(Robert, Sean, Lauren)

Workplan item	Who / Responsible Person	What/ Step by Step Tasks	When/ Due by
1. Organize Pacifica Music and Drink festival featuring local artists and vendors	EDC (name)	Submit permit application to the city	(Event in April?) Feb
	EDC (name)	Confirm brewery participation and requirements (insurance, etc.)	Jan
	EDC (name)	Confirm food truck participation and requirements (insurance, etc.)	Jan
	EDC (name)	Confirm band participation and requirements (insurance, etc.)	Jan
	EDC (name)	Confirm participation from other businesses	Jan
	EDC (name)	Identify sponsors	Jan
	City	Coordinate with Caltrans	Feb
	City/EDC (name)	Notify nearby businesses (City will email EDC will visit and discuss)	Feb
	City/EDC (name)	Advertise the event	TBD
	EDC (name)	Rent stage, generator, sound system	Feb
	City/EDC (name)	Meet with Public Works, PD, and Fire	Feb
	EDC (name)	Create volunteer tasks and coordinate assignments/shifts	Feb
	EDC (name)	Identify Non-Profit Organization for partnership and coordinate the requirements (insurance, accounting, etc.)	Feb

	EDC (name)	Coordinate family/kids corner activities	March
2. Assist City in organizing future events to drive out of town visitors	EDC (name)	Work with City staff on coordinating future events	Dec-23

Subcommittee 2: Provide assistance and support to local businesses and the City of Pacifica. Budget: \$2,000

(Matthew, Lauren, Greta)

Workplan item	Who / Responsible Person	What/ Step by Step Tasks	When/ Due by
1. Host at least 1 business seminar, networking event, or roundtable that will add value to businesses and help them grow	EDC (name)	Business Seminar Networking Event Round Table	Business Seminar (date) Networking Event (date) Round Table (date)
2. <i>Create EDC webpage to include a commercial real estate listings and vacancy</i>	City?	Create content for EDC Webpage	
3. Create and conduct survey of new businesses	EDC (name)	Prepare survey questions to be sent to businesses	(Date)
4. Assist City with annual job fair		TBD	TBD

Subcommittee 3: Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage. Budget: \$750

(Archie, Greta, Brendan)

Workplan item	Who / Responsible Person	What/ Step by Step Tasks	When/ Due by
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1. Explore Shop Pacifica gift card giveaways at hotels/events to increase awareness and encourage usage/redemption		TBD needs discussion	TBD needs discussion
Assist City and CDA on implementation of Shop Pacifica		TBD	TBD
Assist with Annual Pride festivities		TBD	Work begins Jan 2024 (event date: June 2024)

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, Dec 13, 2022, 6:00 p.m.**

CALL TO ORDER: 6:10 p.m.

ROLL CALL

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

ADMINISTRATIVE BUSINESS

- Sean requested a motion approving the order of the agenda as presented. Member Foster moved to approve; Member Dougherty seconded. All approved.

COMMUNITY COMMUNICATIONS

- No community communications.

PRESENTATION

- No presenter this month.

STAFF COMMUNICATIONS

- Yulia provided an update on the Economic Opportunities Study

COMMITTEE COMMUNICATIONS

- Sean led discussion on subcommittee assignments for new members. Subcommittee deliverables were discussed, and new members selected the subcommittee they would like to join.
- Member Sieglock made a motion to move additional agenda items to a future meeting date. Member Tovar seconded.

INFORMATIONAL ITEMS

- Member Sieglock provided an update on a successful Business Resources and Networking event held at Table Wine with over 15 businesses in attendance.

ORAL COMMUNICATION FROM THE COMMITTEE

- Council provided updates to the committee

Next scheduled regular meeting – January 10, 2023, 6:00 p.m.

MEETING ADJOURNED: 8:00 p.m.

**MINUTES: CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE (EDC)
Tuesday, Jan 10, 2023, 6:00 p.m.**

CALL TO ORDER: 6:10 p.m.

ROLL CALL

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

ADMINISTRATIVE BUSINESS

- Sean requested a motion approving the order of the agenda as presented. Member Foster moved to approve; Member Dougherty seconded. Motion passed unanimously.

COMMUNITY COMMUNICATIONS

- No community communications.

PRESENTATION

- No presenter this month.

STAFF COMMUNICATIONS

- Assistant City Manager, Carter gave presentation on the structure of government Finances and the City's financial management.

COMMITTEE COMMUNICATIONS

- Sean discussed subcommittee deliverables for the remainder of the fiscal year including:
 1. Promoting and marketing Pacifica to out-of-town visitors to drive tourism revenue.
 2. Providing assistance and support to local businesses and the City of Pacifica.
 3. Promoting local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.
- Sean led discussion on brainstorming potential future speakers for 2023 Economic Development Committee meetings.

ORAL COMMUNICATION FROM THE COMMITTEE

- Council provided updates to the committee

Next scheduled regular meeting – February 14, 2023, 6:00 p.m.

MEETING ADJOURNED: 8:00 p.m.

EDC July 11, 2023

Agenda:

<https://cityofpacificaproduct.govaccess.org/home/showpublisheddocument/15323/638243183659060089>

Committee Attendees: Sean Thompson (ST), Greta Sieglök (GS), Lauren Smith (LS), Brendan Berman (BB), L.J. Jones (LJ)

Community Communications

Cindy Abbott:

- Kahuna Kupuna Annual Surf Contest & Fundraiser
 - Sat July 29, Pacifica State Beach @ Linda Mar
- Sanchez Art Center upcoming exhibition
 - Reception: July 21 7-9 pm
 - Open for viewing through August 20th
- Pacifica Age Friendly Commission
 - 65+ is fastest growing age group in the US
 - Business engagement program to help cater to needs of seniors e.g. wider aisles. There's a checklist that can be shared to help businesses become age friendly certified.
 - **LS: let's consider a presentation for the next agenda**

Presentations

Robby Bancroft - How to build a successful social media / marketing campaign:

- Three groups involved: EDC, Chamber, City of Pacifica
 - All three groups trying to do similar/overlapping things
 - Should be available on all platforms, but minimize splitting attention between EDC/City/etc
- Robby wants to help & partner with EDC
 - **Sean to work with Robby on the EDC Instagram page (@discoverpacific)**
 - ST: want to brand the city as beautiful/photogenic/etc, we have great pictures from photographers that we should use!
- 3 ways people process information: watch, listen, read ... should share across all modalities for each message
- To build a strong marketing engine on social media, you need: (1) Content (2) Create community (3) Branding; brand > sales
 - A strong brand brings the maximum value to its owner. Rather than pushing for sales, you should "ask but have no expectations"
- SB: how can we plan ahead for big events? e.g. Super Bowl in 2026
- Yulia Carter (YC): suggest co-branded content, e.g. EDC sub-committee meet at breakers, generate content while there that helps EDC & Breakers at the same time

Staff Communications

- Alyssa Barranti (AB): June 15 Business Resource event
 - 15 businesses attended
 - SBDC gave a presentation and shared resources they have for businesses
- AB: Economic development consultant put together a pamphlet of resources for local businesses that will be distributed. We plan to share this with businesses during goodwill visits, which is when a city contractor goes door to door to meet and talk with businesses.
 - YC: Will also update City website to include the pamphlet once complete
- AB: Workation program has resulted in 50 stays so far, which translates into \$10.5k in business revenues! Hoping to extend dates further, depending on funding being available. So far it's run from Feb through June.
- YC: City Council adopted the annual budget in their last meeting. EDC got the same budget amount as last fiscal year, which is \$7,500
- YC: New Pacifica economic development manager to start on August 25th

Committee Communications

- BB: Pride Pride had estimated 1K attendees!
 - Parade took place along Palmetto Ave, heading north along Sharp Park ending at Ingrid B Lacy (IBL)
 - LS: Held a festival at IBL with food trucks and performers, everyone had a ton of fun!
 - **BB: We should try developing cost-saving measures for events in general and parades specifically**
- GS: Business Networking event
 - Felt frustration for local business owners - not being heard by city
 - In particular, Rockaway feels overlooked/ignored
 - Robby Bancroft: I attended. Some people came for solutions to their immediate problems, but the event was not intended to handle those cases. Needed to set up follow-up sessions with those folks.
 - AB: held 1-on-1 meetings with many businesses that attended. Many brought up funding issues
 - **Given this, we're thinking of hosting a "Meet The Lenders" event, possibly late Aug / early Sept. We should discuss at the next EDC meeting.**
 - SB: can we get SBA to participate at that event?
 - LS: for funding issues, should educate businesses about other options they have besides traditional debt financing. E.g. factoring
- ST: Secretary position for EDC
 - LJ: nominate Brendan, ST: seconded, Unanimously approved
- ST: Blues & Brews - held the first annual event in Oct 2022
 - Asking for volunteers from EDC, mostly reaching out to local businesses. A lot of foundational work will be the same as last year so don't need as much help with that.
 - **Lauren and LJ will help with planning and execution**

- LS: Want to reach out to local Pacifica breweries to participate in this event
- **AB: we should pick another local non-profit to partner with this year**
 - YC: we could do a call for interest
- **ST: date options - Oct 21 or 28, need to choose a date during our next committee meeting**
 - SB: FogFest is always the last full weekend in September. This year that falls on September 23-24
 - Robby Bancroft: HMB Pumpkin Festival is also in October
 - Community member Ed asks if we've spoken to merchants in Sharp Park yet about scheduling? Concerned that they don't yet know we're planning this, and that the fall is tough for Pacifica merchants due to FogFest Fatigue. Wondering if a Spring festival might be better for businesses.
 - **Lauren to reach out to Sharp Park business group & Eureka Square**
 - LS: we should talk to business owners prior to picking a date

Oral Communications from the Committee

Updates from Council Liaisons:

- SB: streets safety plan - couple serious injury spots on sharp park road
 - Pacifica could get grants to mitigate those injury spots
 - Suggestion of 1-lane each way for cars, and bikes along sharp park road
- AB: moving forward, assumption is you will attend EDC meetings unless you explicitly let staff know otherwise
- SB: we'll be recruiting for open EDC committee positions in October

Individual Committee Members:

- L.J. Jones
 - Helped deliver fliers for the Business Networking event
 - Got some pushback from businesses about more Fall events, they really seem to want events over Winter & Spring
 - Opportunities for more food trucks in the city?
 - YC: this is a longer term goals
 - Want to work on a better map for the city, to direct people to the various areas we have
 - SB: need to get all of the people who visit Pacifica and only hike Mori Point and leave to instead pit stop along Palmetto
 - **Brendan to partner with LJ on developing a map**
 - Since we have so many AirBnBs, what if we give local ads to those homes and ask them to display them?
 - GS: maybe Coastside Magazine