



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Tuesday, October 10, 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 September 12, 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 (30 minutes):

1. Results of Fog Fest Pacifica Local Sign Survey – Ed Ochi
2. Accessibility Initiative Presentation – Cindy Abbott

STAFF COMMUNICATIONS (20 minutes):

1. Update on Economic Development Related Items
 - Plans for Economic Vitality Study
 - Update on EDA Grant

COMMITTEE COMMUNICATIONS (30 minutes):

1. Committee Workplan Actions and Update on Deliverables

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 – November 14, 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)

Conceptual Timeline for 2024 Pacifica Blues & Brews Event

Time Prior to Event	Conceptual Date	Milestone / Task
9 months	Sept. 15	Finalize: <ul style="list-style-type: none"> • Event concept & scope • Specific location • Organizations that will lead event planning • Budget commitment from city
8 months	Oct. 15	Draft event plan & timeline with proposed event budget including: <ul style="list-style-type: none"> • Planning & Production • Operations & Logistics • Marketing & Publicity • Sponsorship Support
8 months	Oct. 15	Draft sponsorship one-sheet summary
6-8 months	Nov. 1	Initial marketing to event sponsors
6-7 months	Dec. 1	Outreach to local businesses
6-7 months	Dec. 1	Finalize operations/logistics plan & city permit application with both documents addressing: <ul style="list-style-type: none"> • Event map showing event components, traffic flow, staging/sound, ticketing/welcome area, food vendors, retail booths, sponsor/community tables, etc. • Ticketing operations, including set up and management of online ticketing platform • Beverage operations • Event staff (private security, first aid, beverage booth, etc.) • Parking, including any special access for sponsors, officials, persons with special needs, etc. • Equipment rentals, supplies, etc. • Food vendors/trucks • Performers, including: performance contract, time/location, load-in/out, etc. • Logistics for any on-site participation of sponsors, community groups, etc. • Insurance • Risk management plan: crowd control, lighting, safety, signage, first aid, fire extinguisher, parking, etc. • Access badges, wrist bands, etc.
6 months	Dec. 15	Apply for permits & hold kickoff meeting w/ city departments (Police, Fire, Parks & Rec, ABC, County Envir. Health, etc.)
4 months	Feb. 15	Reserve (w/ deposit) sound stages, AV equipment, speakers, barricades, seating, generators, lighting, etc.
4 months	Feb. 15	Sign up vendors for specific booths
4 months	Feb. 15	Finalize agreements with music acts
4 months	Feb. 15	Complete preparations for marketing (online, printed, radio, etc.)
3 months	March 15	Begin initial marketing efforts

6 weeks	May 1	Begin intensive marketing
1 month	May 15	Final coordination with Police & other city departments
1 day	June 14	Street closure & event installation
Day of	June 15	Pacifica Blues & Brews Event
Day after	June 16	Event take down & clean up