



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Tuesday, February 13, 2024, 6:00 PM

Round Table Pizza

1285 Linda Mar Shopping Center, Pacifica, CA 94044

CALL TO ORDER:

Roll Call:

- a. **Members:** Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Lauren Smith, Brendan Berman, L.J. Jones, Ed Ochi
- b. **City Council Liaisons:** Mary Bier, Sue Beckmeyer
- c. **Staff Liaison:** Tara Schiff, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

Approval of Minutes of January 9, 2024

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 (15 minutes):

1. Update on Economic Development Related Items

COMMITTEE COMMUNICATIONS (30 minutes):

1. Charter Survey Discussion
2. Committee Workplan Actions and Update on Deliverables
 - Blues and Brews
 - Shop Pacifica

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 – March 12, 2024

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: Economic Development Committee Meeting, Jan 9, 2024, 6:00pm

Agenda: <https://www.cityofpacific.org/home/showpublisheddocument/17032>

Attendance

Committee Members: L.J. Jones (LJ), Sean Thompson (ST), Matthew Dougherty (MD), Brendan Berman (BB), Robert Foster (RF), Ed Ochi (EO)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Tara Schiff (TS), Alyssa Barranti (AB)

Administrative Business

- Proposed agenda change: add in review of the proposal memo to the BID. Unanimously approved.
- Approve updated agenda. Unanimously approved.
- Approve December 12th minutes. Unanimously approved.

Staff Communications

Alyssa Barranti - Shop Pacifica BOGO

- During holidays we did a BOGO promotion
- City put up \$2500 for the BOGO bonus cards, that sold out within a week, so then the city did a follow-up \$2500 this also sold out
- Over \$12k in cards were purchased by over 200 purchasers
- Bonus cards expire February 15th (money goes back to the city's account)
- MD: how much actually gets spent from the bonus cards, versus expiring?
 - AB: have to check, but over 50%
- MD: for business license renewals, you could show off the program and have people use ShopPacifica card to pay their fees, since the City is signed up as a business on ShopPacifica already. You could then incentivise them to sign up, and the city shows
- EO: it would be nice to have a Yifty representative to visit business or do a webinar so they could help answer questions for businesses

Tara Schiff - Creative Digital Agency Contract

- Contract to extend their agreement approved by city council last night (\$75k for one year, ability to extend to two years)
- They've been fantastic in their partnership with the city
- They have worked to help generate content that highlights Pacifica as a destination, including multiple recent articles
- ST: Brendan, have you taken a look at their presentation? Would love the opinion of someone with a tech background, especially around their social media ROI calculations
- TS: Given their ownership of promotions for ShopPacifica, Workation (\$45k in TOT income), etc, we can definitely see some clear value they have provided

Tara Schiff - Upcoming Blues and Brews Site Visit

- Visiting the site tomorrow with Tara, Alysssa, Bob (PB&R), Sean, Robert
- ST: Lauren cannot join because she's sick
- TS: I think we should move forward because of tight timelines to plan this event

Tara Schiff - Business Visitation Program

- Visited 97 businesses in all the main shopping districts so far!
- Continuing to do this every Thursday, meeting with Palmetto business group next week

Committee Communications

Blues and Brews Timeline/Itinerary

- RF: Next milestone is to submit the permit
- ST: If we choose the same location, permit should be roughly the same
 - May need to update a few of the diagrams that showed food/beer vendor placement
- ST: do we know the budget for this?
 - AB: \$5000 is earmarked from the EDC budget
 - ST: need to get Lauren spun up on this so she can drive the business sponsorships
 - ST: thinking of sponsorship levels in \$250 - \$1000 range
 - TS: would say to have key sponsors even higher at e.g. \$2500
 - TS: sponsors should bring their own banners
- TS: Bob has done this with City of San Mateo before, so he can bring his experience to this
- MD: how over budget was last year

- AB: Total cost was a little over \$7000
- ST: need to figure out which non-profit we'd want to work with
- LJ: Is the Palmetto business association 501c3 going to happen soon? That would seem like an ideal group.
- SB: Pacifica Environmental Family could help with this, it's one of the things they do to help organizations that aren't setup as a non-profit
- MD: I would go for a group that has a sense of what they would spend the money towards
- ST: ideally CDA can help market this, and get started earlier than last year
 - TS: spoke with them about extending their reach to further cities where visitors would need to travel further and are more likely to stay at a hotel in the city

Brendan - Proposal to take stewardship of <https://visitpacificacom>

- ST: unclear what the plan is for discoverpacificacom
 - BB: plan is to kill it as long as we can include our ideas in visit Pacifica.com
- TS: I will run this proposal by Yulia
- MB: I think this letter helps create a relationship with the BID, which is really necessary right now - the relationship has been strained

Website Flyer & Events Calendar

- LJ: Ed has created a Google Calendar of live events, classes, etc. that we can share from the website.
 - This flier that we intend to post around the city has a QR code that links to the website
- EO: this calendar is a bit of a mix of some classes and a lot of entertainment events.
- MD: thoughts on opening it up so anyone can add to the calendar?
- BB: we want some curation to start with
- LJ: Pacifica Tribune has a calendar that anyone can post to, but it's moderated
- EO: start slow, and if there are requests then businesses can email us
- EO: open question - at what point do we reach out to business owners to ask them to populate the calendar(s) themselves
 - MD: are we getting any traffic yet?

- LJ: no, it's just a demo site for the time being
- ST: I love what's going on with the website so far, but I think we should wait on the visitpacific / discoverpacific decision before we put our foot on the gas.
- LJ: would also like to integrate ShopPacifica in the future
- MD: why don't we post this in like 3 locations, and just see how many hits we get so that we have some data

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: reviewed LCLUP at city council meeting last night
 - This plan was started in 2009! Hoping to get ours certified this year
- SB: have updated our approach to have a series of 4+ meetings
 - We are trying to find common ground between the coastal commission marked-up version, and Pacifica's unanimously approved 2020 version
 - This needs to go up for review by coastal commissioners soon

Updates from Individual Committee Members:

- BB: spoke with Round Table in Linda Mar shopping center about hosting our February meeting in their event room, they were open to the idea but I need to go in to confirm, is everyone up for this?
 - Generally, yes

Potential Future Agenda Topics:

- ST: Would love to have someone from the BID come talk with us
 - TS: we're in the process of reorganization so it's not the right time, but in the future we could consider this
 - ST: maybe just someone from one of the hotels?
 - TS: there is a new GM at the Fairfield, and they might be good to invite
- LJ: Could we get CDA to join and talk about what they could do?

City of Pacifica
Economic Development Committee Workplan
FY2023-2024

1. Promote and market Pacifica to out-of-town visitors to drive tourism revenue.

- Attract visitors through creation and collaboration/sponsorship of events
- Partner with existing organizations (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with CDA to enhance EDC usage of digital platforms and increase traffic to social media sites (e.g.: Instagram, Twitter, Facebook)

2. Provide assistance and support to local businesses and the City of Pacifica.

- Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources.
- Conduct survey and data gathering to understand and address business's needs.
- Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
- Host workshops and other networking events (e.g.: expanding one's business, utilizing social media)

3. Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.

- Educate residents on the advantages of spending locally on goods and services
- Launch campaigns and events to build awareness and sense of community ○ Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

City of Pacifica
Economic Development Committee Workplan
FY2023-2024

Priorities Workplan Item #1: *Estimated Budget: \$5,000*

1. Organize Pacifica Music and Drink Festival featuring local artists and vendors.
2. Assist City in organizing future events to drive out-of-town visitors.

Priorities Workplan Item #2: *Estimated Budget: \$2,000*

1. Host at least 1 business seminar, networking event, roundtables that will add value back to the businesses and help them grow and to encourage business support.
 - a) Work closely with Amanda at Renaissance Center to launch events including creating marketing material, providing necessary resources and assistance
2. Advise and make recommendations to on updates on EDC & City Websites a. Create EDC webpage to include a commercial real estate listings and vacancy to attract new businesses and inform existing businesses who are interested in expanding.
 - a) Review the instruction/check list on business opening information and create simple-to-follow business opening information
3. Create and conduct survey of new businesses
4. Assist City with annual Job Fair

Program ideas for Workplan Item 3: *Estimated Budget: \$750*

1. Explore Shop Pacifica gift card giveaway with hotels and/or at events to increase awareness and encourage usage/redemption
2. Continue to assist and advise CDA & City on implementation of Shop Pacifica Campaign
 - Tie Shop Pacifica Campaign messaging to how buying locally benefits the community.
 - Provide insight on how sales taxes are generated and distributed.
 - Use concrete examples i.e. • Support Senior Services and Youth Recreational Activities
 - Keep Money in Pacifica to Fund Public Works Programs [Insert program here i.e fire, police, emergency services]
 - Your Purchase Help Preserve & Maintain Local Parks & Beaches.
3. Assist with annual Pride festivities.