



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, April 09, 2024, 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, 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 March 12, 2024 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
 - CALED Award

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates
 - Charter Revisions – Resolution to be Adopted
 - Committees/Commission annual report to the City Council (05/28/24) – Sean Thompson
 - 2024 Brews and Blues Festival Attendee Survey – Ed Ochi
 - First Look at Raw Shop Pacifica Data – Ed Ochi

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 – May 14, 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.



RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA AMENDING
RESOLUTION NO. CREATING AN ECONOMIC DEVELOPMENT COMMITTEE**

WHEREAS, under the direction of the Pacifica City Council and as administered by the Economic Development Program in the City Manager's Office, the Economic Development Committee (EDC) exists to support the City's economic development goals, including the retention of local businesses in Pacifica, the development and expansion of local businesses, and assist in the attraction of new businesses to Pacifica; and

WHEREAS, the objectives of the EDC are to: (1) Work with the Economic Development Program, the community and visitors in the identification of new businesses that fill a neighborhood business market gap; (2) Provide a forum for exchanging ideas, education, information, and addressing the business and economic needs of the business community and its residents and visitors; (3) Reach out to the business community, residents, and visitors to promote business development and support the implementation of the City's Economic Development Plan; and the committee will be provided with additional opportunities to provide input on the economic impact of development within the City; and

WHEREAS, the committee shall have a chair and a vice-chair, elected by the committee with two-year terms; and

WHEREAS, The EDC members will be: 1) Residents of the City of Pacifica; 2) Possess knowledge of business and/or local economic development; 3) Have a passion for the local community; and

WHEREAS, The EDC will be comprised of the City Manager or designee (Ex Officio, non-voting), at least one City Council member as liaison, and nine community members appointed by the City Council plus one non-voting, Ex-Officio member as designated by the Board of the Pacifica Chamber of Commerce.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Pacifica does hereby amend Resolution No. 27-2011 to revise the purpose and objectives of the Economic Development Committee as amended above.

Passed and adopted at a regular meeting of the City Council of the City of Pacifica on the 18th day of March, 2024 by the following vote of the members thereof:

AYES:

NOES:

ABSENT:

ABSTAIN:

Sue Vaterlaus, Mayor

ATTEST:

APPROVED AS TO FORM:

Sarah Coffey, City Clerk

Michelle Marchetta Kenyon, City Attorney

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.