

Minutes: Economic Development Committee Meeting, May 14, 2024, 6:00pm

Agenda: <https://www.cityofpacifica.org/home/showpublisheddocument/17974>

Attendance

Committee Members: Greta Sieglock (GS), Lauren Smith (LS), 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), Yulia Carter (YC)

Community: Jason K (JK), Paige Miller (Magic Toybox) (PM), Margaret Coles (Shampa's Pies) (MC)

Administrative Business

- Sean motion to approve agenda, Robert second, unanimous approval

Community Communications

- Robby Bancroft - Fog Fest fundraiser at Winters this weekend
 - Hope to help raise money for the nonprofit(s) to keep Fog Fest going even with the rising costs of hosting a large festival
 - Fog Fest is happening the last weekend of September, the 28th-29th

Staff Communications

Update on Economic Development

- TS: Summer intern for Pacifica Economic Development group!
- TS: Still working on the EDA Grant, most recently Pacifica has been asked to hire a biologist to analyze wildlife in the Palmetto area

- JK: officially formed the merchant association in January but we're still setting up the legal nonprofit organization. Composed of businesses around Sharp Park. We try to host an event on the second Saturday of every month

Committee Communications

Blues and Brews Overview

- ST: genesis of event was to create a fun event for locals, bring people in from folks living outside of the city, and help local businesses and nonprofits as much as possible
- ST: this year Pacificans Care was the primary nonprofit, the money Blues & Brews made went back to Pacificans Care to help further their mission
- ST: feedback from food vendors was that the sales this year was much better than the 2022 event, and are very excited about future Blues & Brews events
- GS: people were getting frustrated in the beer line because it was too slow, maybe we can bring in some other coastside breweries
- ST: estimated attendance of 600-1200 people, based on beer consumption

Shop Pacifica

- PM: have questions and reservations on how the system operates
 - A lot of the reported metrics seems fantastical... and inaccurate
 - So, how are you measuring success, what are the metrics, what is the real ROI for the city
 - Seems like Yifty & CDA are getting their pockets lined and the city is paying for it
 - The businesses have to do additional work, and pay more in payment fees (roughly 38% more fees than for card present transactions), to accept the Shop Pacifica cards
 - Yet to see upside as a vendor, hoping things will change, wondering what the City is doing to make this situation better
- MC: when we initially signed up I was hoping the additional costs and headache were worth it if it helped with customer acquisition, but we haven't seen any new customer acquisition based on this program so we're in the same situation
- **Action Item:** subcommittee should reach out to Paige
- **Action Item:** city to help pulling additional data so we can dig into more specific questions about the program

- LJ: roughly 50/50 split on e-cards vs promotional cards that the city subsidizes
- LJ: roughly 90% are bought during BOGO or other promotional periods
- LJ: over 80% of cards are purchased by Pacificans
 - EO: we don't yet know if it's the same people outside of Pacifica repeat buying, or if it's different people each time
- LJ: typically people who purchase from outside of the city are spending in either Rockaway or Manor area
- EO: several thousand dollars of cards that are already or nearly expiring

Review of Annual Presentation to the City Council

- ST: meeting is on May 28th, today we have a rough draft and the goal is to get feedback on these slides so we're ready for the final presentation
- **Feedback**
 - FY 23-24 Key Accomplishments slide
 - Add in bullet point that we prototyped a website to focus on out-of-town people which we can use to collaborate with the BID in the future, maps, events calendar work
 - Shop Pacifica slide
 - Add in that we received valuable feedback from multiple business owners on the program and its impacts to their business
 - Blues and Brews Survey Highlights slide
 - We should add in one of the pie charts that shows people's feedback on the event, specifically highlighting how much it was enjoyed
 - Pride details slides
 - 25+ business sponsors, ...
 - Lauren to add in more details

EDC Budget Allocation Process

- LS: not sure how we landed on all of EDC funds going to Blues & Brews this year and Pride getting nothing
- ST: in the July meeting we'll go through the budget and choose how to allocate funds

- YC: there needs to be a bigger City Council level discussion about city sponsorship of these types of events
- MC: I think the optics are so bad that there is now a risk to the city... because Blues & Brews was so well funded and Pride is all sponsorship and volunteer work, it's easy to draw negative conclusions
- **Action Item:** have a discussion about the next fiscal year work plan during the June EDC meeting, specifically around events that EDC hosts and the money that goes into those events

Informational Items

Update on upcoming Chamber Events

- New directory is coming out in 60 days
- Map was recently updated and published
- You can drop off flyers to be put up in the lobby for visitors

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: quarry & LCLUP meetings are both coming up

Robert motion to end, Brendan second, unanimous approval