



CITY OF PACIFICA ECONOMIC DEVELOPMENT SUBCOMMITTEE AGENDA

Tuesday, September 10, 2024, 6:00 PM
Civic Center - Community Development & Engineering Building
Large Conference Room
1800 Francisco Blvd, 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 April 09, 2024 Meeting Minutes
- Approval of June 11, 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

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates
 - EDC Workplan
 - Budget Allocation

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 8, 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.



ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

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

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

RF motion to approve, GS seconded, approved unanimously 5-0

Approval of March 12, 2024 Meeting Minutes

RF motion to table to next meeting, GS seconded, approved unanimously 5-0

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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Robby Bancroft (Pacifans Care)

PRESENTATIONS (0 minutes):

STAFF COMMUNICATIONS (10 minutes):

1. Update on Economic Development-Related Items
 - **CALED Award**
 - **TS shared that the City of Pacifica won first place in the State of California for their submission of their Vision 2025 Plan & Beyond.**
 - **May is Small Business Appreciation Month and TS recommended the City draft a proclamation encouraging residents and those visiting the City of Pacifica to shop local.**
 - **Hotel BID conversion in process**
 - **Continuing conversations with the Palmetto Merchant Association**
 - **The Fog Fest needs volunteers to help organize the event and organizations to commit to work the event and participate in making it a success**
 - **The committee discussed how small businesses in town are encouraged to build off the event's draw offering promotions or after event opportunities for those attending the event to stay in town and visit their business**
 - **After an event, RF suggested committee discuss the event's goals and objectives for subsequent years**

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates

- Charter Revisions – Resolution to be Adopted
 - **The resolution was reviewed again by the committee. TS said the agenda item was bumped to the April 22nd council meeting**
- Committees/Commission annual report to the City Council (05/28/24) – Sean Thompson
- 2024 Brews and Blues Festival Attendee Survey – Ed Ochi
 - **EO shared survey for Blues & Brews for advice from committee how to improve and shorten in length**
 - **EO recommended we share the survey via a QR code at the event**
 - **GS recommended the survey respondents receive an entry into a raffle to receive a Shop Pacifica Gift Card**
 - **RF shared one goal of the Blues & Brews event is to bring in new people into the city and have them interested in staying local and spending more dollars locally**
- First Look at Raw Shop Pacifica Data – Ed Ochi
 - **EO informed committee that there are currently about \$2,000 not being actively spent and questioned if reminder emails are working correctly. TS will check in with Yiftee and see if City should also remind Shop Pacifica purchasers.**
 - **EO encouraged bringing back Shop Pacifica businesses within Connect with Pacifica newsletters**

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
 - **Pride fundraiser benefiting Coast Pride on April 25 4-7 pm at Table Wine**
 - **Blues & Brews will be on April 27 1-5 pm**
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

RF motion to approve, GS seconded, approved unanimously 5-0

Notes:

*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.



ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, June 11, 2024, 6:00 PM
Pacifica Community Center Portola Conference Room
540 Crespi Drive, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members Present:** Matthew Dougherty (MD), Robert Foster (RF), Lauren Smith (LS), Brendan Berman (BB), L.J. Jones (LJ), Ed Ochi (EO), Chamber Representative in lieu of Archie's absence
Members Absent: Sean Thompson (ST), Archie Judan, Greta Sieglock,
- b. **City Council Liaisons Present:** Sue Beckmeyer
City Council Liaisons: Absent: Mary Bier
- c. **Staff Liaisons Present:** Tara Schiff, Alyssa Barranti
- d. **Community:** Caitlyn (Malt + Stone), Jennifer (Art Space on the Coast)

ADMINISTRATIVE BUSINESS (5 minutes):

Approval of Order of Agenda

LJ motioned to approve, Matt seconded, in favor – 6, abstained – 1 (EO)

Approval of March 12, 2024 Meeting Minutes

Lauren motioned to approve, Ed seconded, all in favor - 7

Approval of April 09, 2024 Meeting Minutes

Robert motioned to table to next meeting, Matt seconded, all in favor - 7

Approval of May 14, 2024 Meeting Minutes

Lauren motioned to approve, LJ seconded, all in favor - 7

COMMUNITY COMMUNICATIONS (5 minutes):

Oral Communications at opening:

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PRESENTATIONS (0 minutes):

STAFF COMMUNICATIONS (10 minutes):

1. Update on Economic Development - Related Items
 - EDC Meeting Process
 - **Chair to send draft agenda to committee prior to approval**
 - **Agenda posted 72 hours in advance with docs and background items attached**
 - **Robert's Rules of Orders – Once item introduced, discussion open to committee, and then to public comment, no back and forth discussion with public**
 - Budget Allocation/Workplan Process Discussion

- Discussion on workplan/planning for July meeting
- Committee to go through goals and then allocate \$7,000 total budget

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates

- Hear a presentation on Subcommittee #3's recommendations to staff and the EDC about the Shop Pacifica program and consider acceptance of the report. - Ed Ochi, L.J. Jones, & Matt Dougherty
 - **LJ shared with committee that with BOGO promotions going away, Subcommittee #3 was looking at various ways to boost the Shop Pacifica campaign**
 - **Shop Pacifica: \$89k+ has gone into supporting local businesses**
 - **BOGO cards, 90%+ of cards are purchased during promotional periods**
 - **In 3 years of data, about \$6k cards purchased**
 - **What can we do in between promo periods?**
 - **Data shows about 17% of people purchasing cards are not "local" who live here**
 - **Next Steps: Double down on workcation program (small value cards for staying in town, will likely spend more than that card's amount)**
 - **Food & Shopping are top card use categories, what can CDA do to support the other categories?**
 - **Manor, Rockaway, and Linda Mar are top card use categories, Sharp Park area has the most businesses signed up, but not one of the top three card use areas**
 - **\$2,100 of vouchers are subject to Yiftee fees and every month more of it expires**
 - **Workcation Program 80% of cards used in entirety, another 15% used it with less than \$10 remaining**
 - **Teacher Appreciation Program less successful with 55% of cards spent in their entirety, 1/3 went unused**
 - **Anecdotal comments from residents: BOGO Offers Attract users, but may be for the wrong reasons, inconvenient (no physical card or tap to pay feature), transaction fees when purchasing card**
 - **Anecdotal comments from vendors: Accepting these cards cost more money, using the card confused employees and slows the transaction experience due to card having to be entered manually, transactions must be split if it exceeds the amount available on the card**
 - **Improvements for merchants might include improved advertising for businesses that are in districts that are under-utilized, encouraging Yiftee to support tap to pay**
 - **New Directions for Shop Pacifica: for visitors: promoting the program to guests of hotels and Airbnb (workcation), youth field teams, advertising in**

high tourist use areas; for newcomers: work with real estate agents, the potential for home buyers and renters; for residents: incentivize them to purchase for others for the holidays instead of themselves; for vendors: we can subsidize businesses who promote shop pacifica or have exclusive incentives for cardholders

- RF: clarity on categories, food and beverage are the highest categories?
 - LS: What is the total addressable market and how much of the budget can be attributed to the program.
 - Paige: \$2,100 may not be worth the time to ask, uncomfortable the way the city was addressing him last meeting, he does not think the program is working (what is the goal of the program: Leakage of money out of city?, what makes shop pacifica program a success?, he would rather have the money that goes to the program go towards advertising the city)
 - BB: Could we spend the money elsewhere?
 - RF motions to accept subcommittee's report as modified, Brendan seconded, Approved Unanimously
1. Request Staff obtain anonymized purchaser data of Shop Pacifica cards from Yiftee *with legal signoff*
 2. Request Staff work with the EDC to define success for the post-ARPA Shop Pacifica program.
Metrics for consideration include:
 - a. Value of cards purchased without BOGO promotions to exceed \$10,000 in 2025
 - b. Number of businesses signed up for Shop Pacifica exceeds 100 by end of 2025
 - c. Non-local zip code purchases of Shop Pacifica cards exceeds 33% by end of 2025
 3. Request Staff work with the EDC to identify new ways to promote Shop Pacifica Cards in the absence of "generous" promotional rewards.
 4. Request Staff prioritize adding eligible charities to program and work with Yiftee on methods of donating cards with <\$10 remaining value.
- Pride Update – Lauren Smith
 - Pride was a great success, raised \$15k, businesses and local artisans were supported, fun for entire family
 - Any event the city is backing maybe should live elsewhere other than the EDC
 - EO how can we engage businesses and residents more

INFORMATIONAL ITEMS (10 minutes):

1. Update on upcoming Chamber Events – Archie Judan
 - Business & Visitor guide going to print next week, shop pacifica mentioned in book,

locals love the guide

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
 - **Sue – EIR discussion on Esplanade Bluff, 2MM found in budget, adjustments in staffing almost all money is for people, 6/26 special council meeting (location at council chambers) local land use plan meeting 6pm start time, 6/27 3pm ribbon cutting for civic center, 3-5pm open house**
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – July 9, 2024
 - **BB: 6/17 5:30-8 at Sharp Park Library Awareness & Inclusion Training, 6/27 at HMB library**

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

1. The Committee will discuss and determine potential future agenda items
 - **Budget and Workplan**
 - **Transfer of events outside of the committee (LS), city sponsored events should include resident and business engagement (EO), give update on BID website, possibly Yulia? (BB), CDA presentation and capabilities (LJ)**

ADJOURNMENT

Robert Foster motioned to adjourn, BB seconded, 7:51 PM

Notes:

*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.

City of Pacifica
Economic Development Committee Workplan
FY2022-2023

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
FY2022-2023

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.

City of Pacifica
Economic Development Committee Draft
Workplan
FY2024-2025

Goals and Objectives:

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

- Attract visitors through creation and collaboration/sponsorship of events
- Launch campaigns and events to build awareness and sense of community to include event sponsorship, collaboration, and creation.
- Partner with existing organizations through event sponsorships (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with staff 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.: 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
- Build awareness of the City of Pacifica and sense of community including collaboration with businesses on the creation of events (blues and brews), and event sponsorship opportunities.
- Work with City staff on promoting spending locally through various communication channels: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

City of Pacifica
Economic Development Committee Draft
Workplan
FY2024-2025

1. Priorities Workplan Item #1: *Estimated Budget: \$TBD*

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

2. Priorities Workplan Item #2: *Estimated Budget: \$TBD*

1. Digital Strategy
 - a. Update Visit Pacifica with an “EDC Page” (blog style) with tours and events. EDC submits content, City staff publishes to webpage.
 - b. Notify City staff of local events to add to events calendar and promote via social media.
 - c. Provide current event information to City staff on a regular basis to keep Visit Pacifica events calendar updated.

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

1. Identify & Attract New Businesses
 - a. Create a list of possible businesses to attract. EDC submits list of potential businesses to City staff. City staff sets parameters.
 - b. Document what barriers to entry exist for desired businesses. Communicate these findings with the City of Pacifica. EDC submits list of potential barriers to City staff.
 - c. EDC works with youth via schools and children’s business fairs to help promote youth entrepreneurship.
2. Wayfinding & Infrastructure
 - a. EDC coordinates with PB&R Commission to update and enhance trail map (print and digital versions) with graphics and photography, and work with local business for potential advertising opportunities.
 - b. Work with staff to discuss the feasibility of installing signage in City trail parking lots that includes QR codes to the digital trail map.