

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:

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.

Robby Bancroft (Pacifians 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.

