

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:

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
 - 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.