

CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES

February 9, 2016
Pacifica Police Station, 2075 Coast Highway

In attendance were members: Kevin Cubba, Jim Heldberg, Matthew Dougherty, Dave Joves, David Leal and Victor Spano (6). Peter Menard arrived at 6:22 pm, and Victor Spano arrived at 6:57 pm.

Council members: Sue Digre. Karen Ervin had asked to be excused in advance.

Guest Speakers: Chamber of Commerce CEO Vickie Flores

Staff: Anne Stedler

Absent: Brent Shedd

1) Call to Order

Kevin Cubba called the meeting to order at 6:07 pm.

2) Approval of the December 8, 2012 Minutes (Attachment 1)

David Leal moved to approve. Dave Joves seconds the motion. Aye: 4; No: 0; Abstain: 1 (Matthew)

3) Oral Communication from the Public at Opening

Dan Stegink commented that certain hazard studies show that Palmetto is underwater.

Peter Menard joined the meeting at 6:22 pm

4) Work Group Break Outs Sessions

Peter Menard asked the members to break into work groups, and prepare to reconvene and report in in twenty minutes.

5) Topics for Committee Reporting after Breaking into Work Groups

a. Palmetto Outreach

Peter Menard reported that the Business visit on February 1 reached nine (9) businesses. The visit team included Chamber CEO Vickie Flores, SBDC Director Robert Shoffner, EDC Member Victor Spano and EDM Anne Stedler. Anne compiled the comments and concerns that were

voiced into a record of the visits with action items to get back to each business. The team learned that the most important step is to ask the business how they are doing, and what they would like to tell us. Then we can share the information we have brought.

Victor Spano joined the meeting at 6:57 pm. He had notified staff in advance that he would be late.

- b. In Pacifica – this subgroup did not meet due to Brent Shedd’s absence, which Brent communicated in advance.
- c. Web Recommendations

Kevin reported that the web recommendations address the digital landscape, including the web site, mobile access of the web site, and social media communication. The web site is has a big role in communications about Pacifica. We can always expect that a news event will take the lead in the communication available about Pacifica. But when there is not a news event, the web site gives us a consistent story. So the web recommendations are intended to create a solid foundation of information, such as, “come visit Pacifica.”

In addition, if web sites “point” to each other with references to related material on another site, for example, the search engine optimization (SEO) rankings can rise. So it is our advantage to have a strong site with good information, available to mobile users, linked to social media, and pointing to other sources of information.

Content is critical. We need to develop sources of content, and develop working relationships so we can link to other Pacifica organizations virtually. Kevin and Anne have discussed all these issues with the City, including content generation. The content will require constant updating, and freshening in a dynamic environment to make it effective.

Sue Digre asked whether Pacifica Coast Television (PCT) factored in this effort. Kevin responded that they have their own website.

6. Time for both Work Groups and Regular Meeting

Peter Menard explained that it seemed helpful to have the work groups in the middle of the meeting and then reporting back. He wanted committee members to have the opportunity to report back in an immediate time-frame. He hoped this chance to do a small amount of work at the regular meeting would make it easier to get project work done between meetings, too. Peter checked to see if the members liked the idea and were ready to increase the amount of time in work groups. There was general acceptance of the idea.

7. Chamber of Commerce Update

Vickie Flores reported on several items:

- a. Ice Rink Proposal

She is continuing to advance the idea of an ice rink seasonal event at the Rockaway north beach parking lot. Insurance programs that benefit the chamber merchant group as a whole are creating a financial foundation for the ice rink program. The impetus for the event is to create a well-patronized event that will draw people from surrounding areas (where, in some cases, rinks

have closed). The event is proposed to run from the 2nd week in November through the 2nd week of January.

This event will also be a fundraiser for the Chamber. Half of the proceeds will go to the chamber in exchange for maintaining the rink and staffing it.

Vickie has contacted Kristi Yamaguchi to ask her to make a personal appearance.

b. Western Chamber of Commerce Industry Meeting

Vickie attended the meeting recently and learned that Air BNB is now prepared and ready to pay transient occupancy tax (TOT). This was announced at the meeting and is expected to be released to the press on or about February 10. Vickie stated that this is a good way to generate revenue for the City.

b. Robo Call with Congressional Representative Jackie Speier.

Vickie happened to be one of the constituents on a robo call with the Congresswoman. Vickie repeated the Congresswoman's point that federal emergency money is distributed emergency money is linked to the counties. If the coastal cities were a separate county, they would have greater chances of securing federal emergency funds.

c. Chamber Member Benefits

The Chamber is offering more benefits to members in the form of a new mobile app, video ads and E-learning classes. In addition the Chamber will be offering a membership discount insurance program.

d. Devil's Slide Shuttle Funding

Vickie has worked to identify Chamber funds that could support the existing Devil's Slide Shuttle, which needs an additional \$20,000 identified by Friday February 12 in order to secure another year of grant funding in 2016-17.

e. City use of Chamber Calendar without permission or credit

Vickie protested the situation she had recently identified that the City web site lists the Chamber's community calendar without giving credit to the Chamber, and without having first asked permission. Anne asked for more information on this so she could look into it

8. Identify EDC Member Interest in Appointment to Represent the EDC on Two New Committees

Peter reminded members of the request from the City Council and the Beautification Committee to have representation from the EDC on the new Library Advisory Committee and the Beautification Mural Subcommittee. Peter asked interested members to contact him if they were interested in these appointments.

9. Oral Communication from the Public at Closing

Cindy Abbot commented on library bond financing for the proposed Pacifica library. She also informed members of a shuttle proposed by Skyline College to run from the college to Daly City BART and back.

10. Oral Communication from the Committee

- a. Matthew commented on Air BNB.
- b. One member commented that The Truth (tattoo business in Eureka Square) is relocating to Hawaii, although it is reported that some of the artists who work there now are remaining.
- c. Kevin Cubba commented on the City Council action to provide funds to the Pacifica Resource Center and the Pacifica Beach Coalition. Sue Digre and David Leal added specifics of \$83K to the PRC and \$3K to the Coalition.
- d. Dave Joves provided newly released facts and comment about changing economic conditions. His comments included the hesitation to fund that has resulted in less venture capital funding being provided to the market, less activity in leasing and hiring while jobs are still strong.
- e. Anne Stedler has sent a press release on Beach Blvd to all EDC members as an efficient way to keep them informed. She will continue to do this.
- f. Sue Digre raised the concern that rents are rising rapidly as reported by two Manor merchants.
- g. Jim Heldberg pointed out that he had investigated the Sister Cities International, an independent organization that tracks sister city relationships and learned that City of Pacifica has not maintained its \$580 annual payment. As a result it is not listed as sister city to the Spanish home town of Gaspar Portola. Jim Heldberg raised this because he thinks this current-day relationship would help commemorate the historical Portola story. Sue Digre pointed out that Anne Leclerc of the San Mateo County/Silicon Valley Convention and Visitors Bureau is interested, too.
- h. Peter Menard spoke of his interest in finding ways to gather data so the EDC and the City will have useful facts about Pacifica available to us.

11. Next EDC Meeting Date: March 8, 2016

12. Meeting Adjourned at 8:15 pm