

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

March 7, 2016
Pacifica Police Station, 2075 Coast Highway

In attendance were members: Kevin Cubba, Matthew Dougherty, Jim Heldberg, Dave Joves, David Leal Peter Menard, Brent Shedd and Victor Spano.

City Council Liaisons: Sue Digre and Karen Ervin.

Guest Speakers: Chamber of Commerce CEO Vickie Flores

Staff: Anne Stedler

Absent: David Leal was excused; conflict due to late change of the EDC meeting day.

- 1) Call to Order
Peter Menard called the meeting to order at 6:10 pm.
- 2) Approval of the December 8, 2012 Minutes (Attachment 1)
Jim Heldberg moved to approve. Kevin Cubba seconded the motion. Aye: 6; No: 0; Abstain: 1 (Brent Shedd due to excused absence in February).
- 3) EDC Appointments t two new committees: (Peter)
 - a. David Leal has agreed to serve on the Library Advisory Committee
 - b. Peter Menard has agreed to serve on the Beautification Mural SubcommitteeThere was brief notice that the EDC discussion over the past year included the idea of focusing our recommendations to achieve some recognized impact. This is a key idea behind In Pacifica, and the Committee effort to pain utility poles instead of utility boxes (which are painted in so many cities). It was suggested that Peter watch for the application of these ideas in the Mural Subcommittee.
- 4) Oral Communication from the Public at Opening
None.
- 5) Work Group Break Outs Sessions
- 6) Reporting after Break-Out Sessions
 - a. Brent Shedd addressed the recommendation for a Style Guide, explaining that it defines basis elements of print and signage communication: including font and colors that allow communication to be consistent and cohesive. Ideally, it reflects who we are and what we are about. Since Pacifica has never had this basic direction, signage and print communication is “all over the board” with no consistency. As a

result, when Brent was attempting to draw up a signage recommendation to support In Pacifica, he had no starting place. Brent pointed out that if it is done well, it communicates. People realize the communication is well done and the organization behind the communication knows what its benefits are.

Jim Heldberg responded that this is a good idea. We have 9 neighborhoods in Pacifica, and key locations, like the civic center or the Pier and we want some kind of communication through good signage for each.

Brent pointed out that a style guide doesn't result in signage or any other final product, but it establishes the basic look and color of a consistent communication program. Then the sign designer, or the designer of a web site or a newsletter can use that basic look.

Discussion clarified that the EDC role was to recommend that the City develop a style guide and the City is now reviewing the proposals that. Brent's effort on behalf of the EDC was to seek proposals at a very low rate from three firms. Two of those responded and submitted to the City.

Peter raised a point that format of communication affects accessibility. The more consistent, the more intuitive, the more accessible communication is, the easier it is for the population at large to understand and relate to it. Sue agreed.

There was discussion about how these basic elements could be developed and what the decision process would be to approve the style guide. Anne explained that the EDC role was to recommend, and the decision to proceed fell to the City Manager.

- b. The focus on the Web Presence the critical need to keep content fresh and useful to readers. The committee commented on the usefulness of the Devil's Slide Trail.org web site, its focus, its information. Perhaps there is a way to reach the decision makers on web sites like this with recommendations on who Pacifica can be represented on the site.

7. Oral Communication from the Public at Closing

None.

8. Oral Communication from the Committee

- a. David commented on the Montara Mountain Run and the opportunity it presented to create awareness and interest in Pacifica. He cited statistics of 300+ participants, a variety of races, and a geographic draw that included people from New York. This is an event that is staged annually.
- b. There was discussion about reconsidering a food truck event like off the grid, and that the Victor mentioned the Chamber of Commerce discussion included this possibility.

11. Next EDC Meeting Date
March 8, 2016

12. Meeting Adjourned
8:15 pm