



**CITY OF PACIFICA**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**MINUTES**  
**Tuesday, May 10, 2016, 6:30 PM**  
**SANCHEZ ART CENTER**  
**220-B Linda Mar Avenue**

Present: Peter Menard, Matthew Dougherty, Jim Heldberg, Victor Spano, David Joves,  
David Leal, Tonia Boykin (arrived at about 7pm)

Excused: Brent Shedd and Kevin Cubba

Council members: Sue Digre, Karen Ervin

Staff Liaison: Anne Stedler

Guest Speakers: Sanchez Art Center Executive Director Cindy Abbot, Pacifica Chamber  
of Commerce CEO Vickie Flores (absent)

1. Call to Order

Chair Peter Menard called the meeting to order at **6:35pm**

2. Approval of April 12 and 19, and March 8, 2016 Minutes

David Leal requested to be removed off of the attendee list for March 8<sup>th</sup> as he is currently on both the absent and attended lists.

March 8<sup>th</sup> minutes - Matthew moved to approve, Victor seconded, approved unanimously.

April 12<sup>th</sup> minutes – David Leal moved to approve, Jim seconded, approved unanimously.

April 19<sup>th</sup> minutes – tabled approval for lack of a quorum of members present at the April 19 meeting, and able to approve.

3. Oral Communication from the Public at Opening

Pacifica Performances Board Member Lee Fernandez is present, as well as Sanchez Art Center CEO, Cindy Abbot

4. Economic Development Committee Annual Report

Peter asked the committee to think about what to include on the annual report to City Council in September and to the public as a whole through the City Council meeting. He mentioned it would be great to record the committee report to stay within time limits and prevent any missing committee chairs on presentation day but to still be present for questions and answers after the report.

Victor Spano thinks it needs to be condensed, add pictures and slides along with the groundwork we laid out last year. We need to be more specific in the accomplishments we have had, entrepreneur night, palmetto walks.

Sue Digre wishes to mention In Pacifica she wants to add that into the presentation, hoping to include July 23<sup>rd</sup> PARCA ride and (now) run, believes it will bring people here and become a template for other sports events in the Pacifica community. She hopes to include positive news from the event, news on events and Pacifica's participation in the Portola anniversary 2019 with other cities and counties.

David Leal would like to see reporting on our subcommittee work such as web presence and the Palmetto workgroup. He recommends an earlier position on the City Council agenda.

Karen Ervin suggested explaining why EDC has these specific committees and what we have accomplished, including how you can be environmentally, fiscally and economically sensitive at the same time. Economic sustainability is something that can protect the things we value.

Anne suggested including the SBDC's value and the benefits partnering to aid small business, as well as the Palmetto Outreach with multiple players the Chamber, the SBDC, Sue, and the EDC subcommittee.

Peter recommended the support from the staff of the city and benefit of working with members like Anne (who just celebrated her 1 year anniversary) and how the City has devoted resources to Economic Development, including specific stats for 2015/16, space vacancies in 2015/16, and motivating others to join in and participate within the community.

5. Guest Presentation – Cindy Abbot, Executive Director of Sanchez Art Center  
Left Coast Annual Art exhibit which just opened is surrounding us where we are sitting. Cindy did a similar presentation to the rotary club recently, and is glad to be getting information on the Art Center to more and more people.

Cindy presented a series of Jeopardy-style questions regarding the Sanchez Art Center, Art Guild of Pacifica, Pacifica Center for the Arts, Mildred Owen Concert Hall and Pacifica Performances. The common thread is that all are art organizations, housed in city-owned property and pay to rent and maintenance costs for the Sanchez Art Center. The premises also include a dog park and sports fields as well. The City has a long standing commitment to the arts and to the community for volunteering to support its success.

Jim Heldberg asked who has the responsibility for maintaining the property and who the property would revert to. Cindy responded that the property would revert to the city and the maintenance is done entirely by the tenants. She gave illustrative examples about the extent of the maintenance efforts, and the

premises showed the care.

SAC is a 501(c)3 nonprofit org. Mission of the SAC is “Creating Community Through Art do it through Education and Outreach (Sanchez Goes to School) provides a free weekly art instruction to TK-5 Grade Sunset Ridge Elementary School to date more than 22k lessons have been delivered supported by grants; summer camps put on by local artists ages 6-13 years old, fine arts, Incrediflix, and is now also exploring winter camps; on-site art education with artist talks, curator talks, live art demonstrations, workshops, drop in classes (figure drawing); for Fog Fest they coordinate the photo contest; beach cleanup, snowy plover activities, Rockaway Beach Tree Lighting art activities for children, school visits, senior center hours, etc.

#### Exhibitions

Main Gallery (an invited space for juried shows), Left Coast Exhibit, 50/50 Show, etc. You can buy art and leave with it, entries close tonight, works are small, 69 artists total. There are two galleries:

- East Gallery (the community gallery used for fog fest invitational, etc)
- West Gallery (Art Guild of Pacifica)

Affordable art studios with 1-3 artists sharing each studio. Artists are from throughout the SF Bay area. Being a resident of Pacifica is not a requirement.

How do we make it all work? Artistic Director, Art Guild of Pacifica, Studio artists pay rent. Events bring some money. Board members, business sponsorships, cash and in-kind donations, from groups such as the Sheldance orchid gardens, French Patisserie are all important.

Funding: Hewlett Packard Foundation \$30k grant is now tapering off. A 10-30% commission on art, art shows, donations, studio rent, etc. is charged.

Discussed why art is important. Mentioned 2 publications:

- a) 2013 Otis Report on the Creative Economy
- b) Arts & Economic Prosperity IV: Economic Impact of the Nonprofit Arts and Culture Industry

Survey of attitudes towards performing visual arts

Will be exploring signage for the center next.

Matthew asked about art in local restaurants and businesses and if the art center is who facilitates that in happening. Cindy responded by mentioning that is a function of the business owners, welcome because it can increase awareness of local artists.

Pacifica Performances has a performance a week, pays musicians well, presents all types of music, relies on volunteers to donate time and resources, funding comes from memberships and ticket sales, snacks wine and beer, rentals for parties as well, fuels the community.

6. Work Group Reporting

a. Palmetto Avenue Business Outreach – David Leal

We've gone out twice in the last month to visit Palmetto businesses. 8 businesses the first time owners and employees laundry, antique, Raymond's, pet shop, tanning salon, etc, at least 7 businesses Florey's, hair salons, Clay Creations, Ballet School, antiques, etc.

What we talk about and bring up, ask questions about the Palmetto Project and Beach Boulevard development and Library, pass out a pamphlet, how is your business going, are you growing? There are not many destination businesses, so foot traffic is required and it is very difficult to create foot traffic currently.

Businesses have lots of positive remarks on the improvements on Palmetto, employees mentioned the high cost of living in the city to work in Pacifica,

b. In Pacifica – Brent Shed (excused absence)

c. Web Presence – Kevin Cubba (excused absence)

d. Data Gathering – Peter Menard

Something worth exploring deeper as it is a common request among investors and businesses looking for numbers for population and community value. Anne mentioned the importance of finding what the real needs of the community are such as restaurants on Palmetto.

7. Chamber of Commerce Report – Vickie Flores, Chamber CEO

Victor stated that June 4 is the Taste of Pacifica at Surf Spot

July 28 is the proposed Aspiring Entrepreneurs Mixer featuring the Renaissance Entrepreneur Center (a 30-min presentation on their 4-week class). Other participants to be announced subsequently.

8. Economic Development Manager Report

Anne announced that the Council was starting a series of budget review sessions on its regular agenda that would result in the approval of the new 2016-17 budget.

Anne addressed some of the issues involved in addressing the regulatory framework and retail goals of the Palmetto Main Street. Parking is one of the key factors.

9. (2 min. ea.) Oral Communication from the Public at Closing

Cindy Abbott stated that as a Sharp Park resident she appreciates EDC's sensitivity to Palmetto Main Street concepts as a part of the neighborhood.

10. Oral Communication from the Committee

a. Updates and reports from liaisons to other committees

Jim thinks there is value in drawing guests to town when for conferences, and showcasing Pacifica. That is one way to get word out about reasons to come here again for leisure activities.

b. Topics for Future Meetings (see below)

11. Next Meetings for EDC Members

a. Next EDC Meeting Date: **June 14, 2016 – TBD**

Topics for Future Meetings

1. Sporting Events in Pacifica (Victor Spano)
2. Signage (TBD)
3. Airbnb / TOT, Uber (TBD)
4. Support of Businesses During Disruption / Crisis (TBD)
5. Roles and sensitivity in conversation and meetings
6. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd) – fact sheets
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)