



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

**Tuesday, August 9, 2016, 6:00 PM
CHIT CHAT CAFE
Amy & Paul Kukielka, Owners
5 W Manor Drive, Pacifica**

Present: Peter Menard, Brent Shedd, Tonia Boykin, Kevin Cubba, David Leal, Dave Joves., Jim Heldberg, Victor Spano,
Absent: Matthew Dougherty
Council Members: Sue Digre, Karen Ervin
Staff Liaison: Anne Stedler
Guest Speakers: Vickie Flores, CEO, Pacifica Chamber of Commerce

1. Call to Order

Chair Peter Menard called the meeting to order at 6pm. He thanked Amy and Paul for hosting us. Peter welcomed guest and explained how the meeting is structured.

2. Approval of June 22, and July 12, 2016 Minutes

Approval of June 22, 2106 Minutes: Dave Joves motioned and Brent Shedd seconded. Passed unanimously. Kevin and Victor abstained. Approved with edits.
Approval of July 12, 2016 Minutes. Brent Shedd moved and Jim Heldberg seconded. Approved unanimously with edits. David Joves abstained.

3. Oral Communication from the Public at Opening

Mr. Tam, Owner of Tam's Chinese Cuisine raised a question regarding the assessing sewer fees based on water usage. He stated there should be a better way to measure sewer usage. Not all the water that he uses goes down the drain.

Bridget Duffy, spoke about remodeling Pacifica in Manor area. There's talk about development of our natural spaces, would prefer to keep more natural spaces.

4. Conversation with Manor Businesses

Paul and Amy - Chit-Chat Café Owners.

Been in business at Manor area for over 13 years. Competition has increased significantly (Starbucks) and recent construction work caused some disruption. At the Manor location of their business, customers are mostly locals. At the Pacifica Pier

location, there are more tourists - so you get a different viewpoint of Pacifica. Sometimes, it's uncomfortable to explain to some visitors why the area does not meet their expectation of an ocean side town just outside of San Francisco. Paul wants to support local businesses; but wonders about some the planning decisions in regards to zoning to reduce large businesses vs local.

Tonia Boykin, owns You Asked for It, Manor Shopping CT; EDC member. Manor shopping center gets bad mouthed a lot because it isn't a 'modern' shopping center. It is the first exit of the 1 south and often serves as first impression of Pacifica. Fix the fence... Each store in Manor shopping center is owned by the shop owners; there is no single owner. The people who are begging for money pose an issue, more so than any of the homeless folks. Begging makes shoppers uncomfortable. The signage ordinance needs some work; businesses are doing what they need to be found even if out of compliance.

Peter Menard commented that it might be more difficult to gain consensus when looking to make changes around the area. He also commented on Chit-Chat's community focus and support. He asked how we encourage the 'right' businesses to add to a successful mix. Having six coffee shops in a row is not a good idea.

Vicki Flores, Pacifica Chamber CEO. noted that there is an effort to bring the business owners together to address their concerns. The Chamber of Commerce is supportive. Manor shopping center issues include: homeless population, post office reopening, fence issue, sand on Esplanade. There is only one vendor from Pacifica participating in the farmer's market. The city pays for the farmer's market.*

Van Ocampo, Pacifica Public Works Director, described the issues surrounding the repair of the fence. There are a lot of different actors involved this section of the road and bluff area. The City is looking for funding. There are some plans to address the fence and provide a trail along Esplanade.

Sue Digre, Pacifica Mayor and EDC Council Liaison, there are high vans/RVs parking at Esplanade. She also described the music events at Chit-Chat cafe. She is concerned about our open lots/property can be developed without concern for the community and business mix.

Jim Heldberg mentioned that signage on the Manor exit is bad and we could do more wayfinding signage. Provide some better guiding signage to direct visitors. Wants to move Farmer's Market to Manor shopping due to severe space constraints at Rockaway.

Brent Shedd mentioned that in general, Pacifica has not turned down a viable business especially taking vacant property. But now he is wondering if we can start a conversation about which businesses makes sense from a community perspective and which combination of businesses fit well together. The difference that he sees between

Manor and Linda Mar Center is the arrangement of the retail and parking lot. LMC has a parking lot surrounded by businesses. Manor has great spot for hosting events especially right off Palmetto.

Karen Ervin, Council Liaison, mentioned that we also need to keep in mind preservation and enhancement of walkable spaces.

Victor Spano mentioned that San Francisco has an ordinance for restricting formula retail and suggests that that ordinance for applicability in Pacifica.

Anne Stedler, Staff Liaison, described the idea of cultivating the right mix of main street retail like 4th Street in Berkeley which has emerged as a retail destination.

David Leal commented that there is no Chase Bank in town. He avoids the farmer's market due to parking, etc. Wants to go but traffic is too bad. Suggests maybe having multiple Farmers Market events in different parts of town.

David Joves asked the Manor business owners how the year's been. Most replied that it's better but not great. Still not pre-recession levels.

Jim Heldberg motioned to move Chamber of Commerce report earlier in agenda and Tonia seconded. Unanimously approved.

5. Chamber of Commerce Report, Vickie Flores, Chamber CEO

Vicki Flores reported that an effort to bring a Mermaid Festival to Manor by Miramar events, which runs the successful Pumpkin fest in HMB, next year... Other events are:

- Sept 12th Golf Tournament @ Sharp Park Golf Course
- Oct 8th Octoberfest @ Sharp Park Golf Course
- Oct 23rd Murder Mystery Theatre by Spindrift @ Nicks

Aspiring Entrepreneurs Event was successful; many people interested in starting a business in Pacifica. Sponsored by the Chamber, Rotary Club and EDC.

6. EDC Annual Report Development discussion included review of each segment of the draft video:

- a. Introduction and Context – Peter Menard
- b. Palmetto Avenue Business Outreach – David Leal
- c. In Pacifica – Brent Shedd
- d. Web Presence – Kevin Cubba
- e. Recommendations and Questions – Peter Menard

7. LAC Meeting Report – David Leal

David Leal - Karen Ervin and Mike O'Neill are Council Representatives to the LAC. Initial meeting include a video presentations of possible design ideas. Asked that they review

their landscape plan with Palmetto project. David will be out for next meeting; can someone else attend in his stead.

Karen Ervin indicated that she will bring a report back if no member attends.

8. Economic Development Manager Report – Anne Stedler deferred in the interest of time.

9. Oral Communication from the Public at Closing

Bridget Duffy - says we have a great opportunity to reshape Pacifica. Can we repaint instead of rebuild to save funds to apply it where rebuild is really required?

10. Oral Communication from the Committee

Brent Shedd – Brent started a LinkedIn group for Pacifica Professionals to create a forum to discuss businesses in Pacifica and opportunities. Please join!

David Leal - Kevin’s cottage (infant and toddler care) is opening. Also noted that Pacifica's bond rating improved, as recently announced.

Sue Digre asked about the Sea Level Rise discussion scheduled for early September (subsequently moved to September 27).

11. EDC Next Meeting – September 13 (location TBD) (subsequently cancelled)

12. Upcoming Meetings FYI

a. City Council:

- i. August 8 – Palmetto Streetscape,
- ii. August 22 or 23 - Sea Level Rise Study Session (subsequently moved to September 27)
- iii. September 12 – EDC Annual Report

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)