



**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

**Tuesday, October 11, 2016, 6:00 PM
1809 Palmetto Ave at Santa Maria, Pacifica
Courtesy of Anita Reese and the Pacifica Resource Center**

1. Call to Order
 - a. Members: Peter Menard, Brent Shedd, Tonia Boykin, Kevin Cubba, Matthew Dougherty, Jim Heldberg, David Joves, David Leal, Victor Spano
 - b. City Council Liaisons: Sue Digre, Karen Ervin
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Manor Businesses,
Pacifica Chamber of Commerce CEO Vickie Flores,
EDC Web Presence Subcommittee Therese Sollars and Laura Allen
2. (5 min.) Approval of July 12 and August 9, 2016 Meeting Minutes
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (5 min) EDC Annual Report (presented September 12, 2016) Debrief
5. (5 min) Economic Development Manager Report
Anne Stedler, Economic Development Manager
6. (5 min) Chamber of Commerce Report
Vickie Flores, Chamber CEO and Victor Spano, EDC and Chamber Board Member
7. (20 min.) Conversation with Fairmont Businesses
8. EDC 2016-17 Priorities
 - a. Chair and Vice Chair nominations

- b. Proposing Committee Priorities (Palmetto Outreach, ED Portal & Style Guide, Digital Presence, Physical Signage) (Business District Focus)
9. (5 min) Supporting City Web Site Improvements
- 10.(5 min) LAC Meeting Report – David Leal
11. (2 min. ea.) Oral Communication from the Public at Closing
12. Oral Communication from the Committee
- a. Updates and reports from liaisons to other committees
 - b. Topics for Future Meetings (see below)
13. (3 min.) Upcoming Meetings FYI
- a. November 8, 2016:
Courtesy of Kim Lerohl of Longboard Margarita Bar 180 Eureka Sq
 - b. December 13, 2016: TBD
 - c. January 10, 2017:
Courtesy of John Chiv of Fog City Java Café, 580 Crespi Dr, A1
14. Adjourn

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)

Minutes of July 12 and August 9, 2016 Meetings to be provided separately.