



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, January 10, 2017, 6:00 PM
Traveler, 5450 Pacific Coast Hwy, Pacifica, CA 94044
Courtesy of Julie Cox, Business Owner

The objectives of the Economic Development Committee are to:
(1) Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;
(2) Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and
(3) Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth..." City Council Resolution 27-2011, July 11, 2011.

1. Call to Order, Welcome and Introductions
 - a. Members: Peter Menard, Brent Shedd, Kevin Cubba, Matthew Dougherty, Samantha Hauser, Jim Heldberg, David Joves, David Leal, Victor Spano
 - b. City Council Liaisons: Sue Digre
 - c. Staff Liaison: Anne Stedler
 - d. Guest Speakers: Pedro Point Businesses
 - i. Pacifica Chamber of Commerce CEO Vickie Flores,
 - ii. EDC Web Presence Volunteers: T Sollars, L Allen, E Harris
2. (5 min.) Approval of December Meeting Minutes
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (5 min) Economic Development Manager Report, Anne Stedler
 - a. "Retail 101"
 - b. SBDC Support & Streetscape Info Kick-off
5. (20 min.) Conversation with Pedro Point Businesses

6. (5 min) Chamber of Commerce Report
 - a. Vickie Flores, Chamber CEO; Victor Spano, EDC & Chamber Board Member

7. (20 min) EDC Priorities Planning – Part 1
 - a. Proposing Committee Priorities (Palmetto Outreach, ED Portal, Digital Presence, Physical Signage, Business District Focus)
 - b. Meetings with Anne or Work Chair

8. (2 min) Appreciation

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

10. (10 min) Oral Communication from the Committee
 - a. Updates and reports from liaisons to Library Advisory Committee (LAC) and Mural Subcommittee
 - b. Topics for Future Meetings (see below)

11. (2 min.) Upcoming Meetings FYI
 - a. January 15, 2017 – Community meeting
 - b. February 14, 2017, Place TBD
 - c. March 7, 2017, Place TBD

12. 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)
7. Private Event Online Resource Catalog / Guide; weddings
8. Staffing City Booths at Events
9. Portola Discovery Anniversary (Sue Digre)