



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, November 14, 2017, 6:00 PM**  
**Pacifica Police Dept. – EOC Room, 2075 Pacific Coast Hwy, Pacifica**

## **CALL TO ORDER**

Roll Call:

- a. Members: Kevin Cubba, Matthew Dougherty, Michelle Hansberry, Samantha Hauser, Daisy Fong, David Leal, Jonathan Mizrahi, Grace Sobieski, Victor Spano
- b. City Council Liaisons: Sue Digre, Mike O'Neill
- c. Staff Liaison: Lorenzo Hines, Jr.
- d. Guest Speakers:
  - i. City Manager Kevin Woodhouse
  - ii. Pacifica Businesses
  - iii. Pacifica Chamber of Commerce: Jamie Monozon, Victor Spano
  - iv. EDC Volunteers: T Sollars, L Allen, E Harris, P Welty, Cindy Abbott
  - v. Pacifica Tribune: Horace Hinshaw
  - vi. SMSBDC: Paula Mattison Sierra and Robert Shoffner

## **ADMINISTRATIVE BUSINESS (5 minutes):**

Approval of Order of Agenda

Approval of Minutes of Aug 8th, 2017 (distributed to EDC with Agenda)

## **ORAL COMMUNICATIONS FROM THE PUBLIC (10 minutes):**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

## **STAFF COMMUNICATIONS (10 minutes):**

1. Introduction of City Manager Kevin Woodhouse
2. Update from Assistant City Manager Lorenzo Hines, Jr.

## **COMMITTEE COMMUNICATIONS (30 minutes):**

1. New Member introductions and EDC Knowledge Transfer - Kevin Cubba
2. Business Educational Series - Samantha Hauser, Victor Spano
3. Palmetto Avenue Update - David Leal, Samantha Hauser
4. Funds Request to Council to support EDC work - Kevin Cubba
5. 2017/2018 Goals/Work Plan - Kevin Cubba

THE CITY OF PACIFICA WILL PROVIDE SPECIAL ASSISTANCE FOR DISABLED CITIZENS UPON AT LEAST 24 HOUR ADVANCE NOTICE TO THE CITY MANAGER'S OFFICE (738-7301). IF YOU NEED SIGN LANGUAGE ASSISTANCE OR WRITTEN MATERIAL PRINTED IN A LARGER FONT OR TAPED, ADVANCED NOTICE IS NECESSARY. ALL MEETING ROOMS ARE ACCESSIBLE TO THE DISABLED.



**CITY OF PACIFICA  
ECONOMIC DEVELOPMENT COMMITTEE  
AGENDA  
November 14, 2017**

**INFORMATIONAL ITEMS (10 minutes):**

1. Update by Library Advisory Committee – David Leal
2. Update from Chamber of Commerce – Victor Spano

**ORAL COMMUNICATIONS FROM THE COMMITTEE (10 minutes):**

1. Updates from Committee Members
2. Topics for Next Meeting

**ADJOURNMENT**

*\*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.*

THE CITY OF PACIFICA WILL PROVIDE SPECIAL ASSISTANCE FOR DISABLED CITIZENS UPON AT LEAST 24 HOUR ADVANCE NOTICE TO THE CITY MANAGER'S OFFICE (738-7301). IF YOU NEED SIGN LANGUAGE ASSISTANCE OR WRITTEN MATERIAL PRINTED IN A LARGER FONT OR TAPED, ADVANCED NOTICE IS NECESSARY. ALL MEETING ROOMS ARE ACCESSIBLE TO THE DISABLED.



# DRAFT

Attachment 1

## CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Tuesday, August 8, 2017, 6:00 PM**  
**Silicon Segway**  
**205 Rockaway Beach Ave 4, Pacifica, CA 94044**

### **ATTENDANCE:**

Members: Victor Spano, David Joves, Jonathan Mizrahi, Kevin Cubba, Samantha Hauser, Jim Heldberg  
Members Absent: Brent Shedd and David Leal  
Guest: Lee Panza  
City Council Liaisons: Sue Digre, Mike O'Neill  
City Staff Liaison: Lorenzo Hines, Jr.

### **CALL TO ORDER:**

Chair Kevin Cubba called the meeting to order at 6:10 pm.

### **ADMINISTRATIVE BUSINESS**

*Approval of minutes July 18th 2017.*  
Samantha moves to approve minutes, David Joves seconds.  
Unanimously approved with no changes.

### **ORAL COMMUNICATIONS FROM THE PUBLIC**

None.

### **STAFF COMMUNICATIONS**

*Overview of Palmetto Street Project from Public Works*  
Lee Panza presented the different phases of the Palmetto project.

#### *Economic Data review*

Lorenzo Hines, Jr. provided an update on the current city revenue in regards to sales tax and Hotel TOT. He also clarified the percent of sales tax that actually makes it to the city after the state and county takes their cut. He cited the HLT report on top sales tax drivers: restaurants, fuel, We discussed TOT as a result of hotel occupancy rates. We can drive TOT by increasing occupancy rates, adding hotel rooms, and, if approved, charging short term rentals TOT as well.

### **COMMITTEE COMMUNICATIONS**

#### *Palmetto Project*

Paving and concrete work will be completed by fog fest  
Bulbout planters will only have soil in 1st phase. Rotary club has expressed interest in planting and maintaining them.  
Traffic flow changes - the Three way stop on clarendon.  
The Downtown Sign is part of 4th phase, but we'd like to get it down earlier for 'ribbon cutting'  
How is the arch going to be designed ( 100 year storm, fire and delivery truck heights, etc.)  
Suggestions for raising money for sign—need to get quotes for arch  
Victor and Samantha will spearhead the arch planning.

## *Signage*

Victor Spano

We discussed several signage related items:

- 1) Temporary, portable folding signs. Need to support Business that are not visible from HWY 1 to draw foot traffic into these areas. Other municipalities have regulations to allow temporary signs much like the real estate open house signs. Action: We will need to work with Planning to determine best way forward.
- 2) Highway signage - many were blown down during last year's storms and CALTRANS is slow to replace. Action: note downed signs and put in replacement request.
- 3) Rockaway beach commercial center sign. The sign is in rough shape. There have been discussions amongst merchants, the CoC and the City about a replacement. At this time, there are several proposals, but no funding as of yet. Action: Continue discussion about sign design, creation, installation and funding.

## *EDC Annual report*

Samantha discussed the 2017 EDC Annual Report to Council.

Staff submitted our request to get on the Council's Schedule for Sept.

## *Business Education/Training Seminars*

Victor, Kevin and Sam reported on the education series.

## *Palmetto Avenue*

EDC plans to revisit the original game plan and move to start marketing of the downtown area to both businesses and visitors.

## **INFORMATIONAL ITEMS**

### *Library Advisory Committee*

David Leal - working on site selection and funding.

### *Chamber of Commerce*

Victor Spano – CoC events

This Friday Trip distillery ribbon cutting. Check the CoC website for more.

## **ORAL COMMUNICATION FROM THE COMMITTEE**

Jonathan has contacts looking to find space for new restaurants in Pacifica; will talk with Victor to understand where to find available, suitable spaces.

Jim- The Rockaway sign to be replaced and should be a high priority.

Matt- Mobile food tax, we need to finding more tax dollars

Samantha – Working with Rotary Club and Public Works on a plantings in the bulbouts for Palmetto Street

Kevin – Reminded all expiring members that need to reapply for seats on the EDC board, if they wish to stay on.

## **ADJOURNMENT**

9:15pm