

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, August 5th, 2015, 8:30 a.m. - 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:30 a.m.

1. Welcome and introduction: *Moe Ammar led the meeting in the absence of Tom McMahon. Moe introduce new business member Jim Turly with The White Hart.*
2. Approval of BID Agenda: *Members unanimously approved the agenda.*
3. Public Comments: *There were no public comments.*
4. Approval of minutes of July 2015 meeting: *Member Patrick Whitehurst made a motion to approve the minutes. Unanimously approved.*

5. Old Business

Report on VW Vintage Club car show on Wednesday, August 5th, from 4-7 p.m. on Lighthouse Avenue between Fountain and 17th: *Ammar provided a report on media attention, closures related to the event, and event timing. Member Tony Campbell questioned possible parking issues that could occur as a result of car show similar to the VW event and said it could impact his business.*

Report on historic downtown directional sign at Ocean View Boulevard and Grand: *Ammar thanked Pacific Grove City Councilmember Bill Peake for his assistance in working on the sign issue in coordination with the city's Public Works Department. Ammar reported he and others met with Farmer's Market officials and they agreed to have a new sign made and placed in a new location. They will make the sign and give it to Public Works to hang. The original sign on Ocean will remain unless BID members choose to have a new sign made, Ammar said.*

Report on Concours Auto Rally, Friday, August 14th, from 2-8 p.m.: *BID member Matthew Bosworth offered BID members a brief update on the Councours route and said the rally would be a little quicker than in previous years. He also mentioned music performances during the event, as well as a barbecue at 7 p.m. He said the event, a local Rotary International fundraiser, benefits youth programs in the area. There are typically 220 participants involved in the event, he added.*

Update on Holman Project status: *Director Mark Brodeur said the formal application is expected to be submitted on the project this week and mentioned that a condominium ordinance needs to be submitted by early September for the property. The ordinance will have to go through various city commissions for approval, he added. A new parcel map on the property has been submitted to the*

county for approval and said he guessed construction on the redesigned property could take one to two years.

6. New Business

Discuss promotion of pet parade: Ammar mentioned a lack of promotion on the pet parade and asked BID members to consider ways to promote it better next year. BID members suggested holding the event on Saturday rather than during a week day to attract more attendance and to promote the event more in general. Council member Bill Peake called the event great for Pacific Grove, and indicated it seemed like an “outlier” event for the annual Feast of Lanterns event, and said he hopes to see it continue in the community.

Brain storm 2015 art project part II: Ammar asked BID members to come up with ideas for another art project following the success of the downtown P.G. monarch project, which he said continues to be a success, particularly on the Chamber of Commerce’s Facebook page, where they offer a weekly “Where’s the Monarch?” social media challenge. Whether it be music, chalk art, or anything else, Ammar said the event would still be coordinated by the Pacific Grove Art Center. He also mentioned putting a discussion on cleaning, painting the city’s newspaper racks on the next BID agenda for discussion and a possible decision.

Discuss Fall and holiday season promotions and events: BID member Steve Thomas said there are two BID-sponsored events in the downtown Pacific Grove area during the holiday season. One is the trick or treating event, in which participating businesses are giving candy and a flag indicating they are a part of the event. The downtown area is also decorated and a pumpkin and hay bale display is also present, Thomas said. The second event is the Holiday Open House, which is typically held in the second weekend in November. Businesses hold an open house in conjunction with a DJ, live music and more, Thomas added. He said businesses are asked to provide snacks, wine, etc., Thomas said the event accounts for 60 percent of the revenue between November 1st and December 25th for participating businesses. Gamecho mentioned attracting all BID members to include everyone, even those outside of the downtown area, and suggested using a map to detail where participating businesses could be found. Thomas said the events strive to include everyone and said new ideas for promotion would be appreciated.

7. Closing Comments: (non-action item)

Closing comments centered on gull abatement in the downtown area. City staff indicated the gulls were largely displaced due to the efforts of a city-hired falconer.

Moe called the meeting to an end at 9:45 a.m.

Attendees:

Moe Ammar- PG Chamber

Nanette Giles-Property Owner

Steve Thomas-Sprout Boutique
Tony Campbell-Cottage Veterinary Care
Patrick Whitehurst-PG Museum

Marietta Bain-Fandango Restaurant
Matt Bosworth-Rabobank
Tony Gamecho – Grand Avenue Flooring and Interiors

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, October 7th, 2015, 8:30 a.m. - 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:30 a.m.

1. Welcome and introduction:
2. Approval of BID Agenda: *Tom McMahon moved to accept the agenda. Patrick Whitehurst seconded. Motion approved.*
3. Public Comments: *Moe Ammar said 2,000 signatures are needed to promote a new hotel planned near the Monterey Bay Aquarium for a petition to be put on the ballot. He said the voter initiative is part of the regular process and would be needed for any proposed hotel development.*
4. Approval of minutes of August 2015 meeting: *Approval delayed. No September meeting.*
5. Old Business

Discuss fall and holiday events in downtown Pacific Grove: *Steve Thomas reported 38 businesses involved in the fall event, which will include free candy and a donation of \$250 to the winning business's chosen charity. Thomas also reported that 15 businesses have signed on for the downtown holiday event. Ammar asked about creating an e-blast asking business owners to stay open during the holiday parade of lights in downtown, scheduled for the first Thursday in December.*

Update on First Friday and 2016 direction: *Item held for next meeting.*

Report on Green Waste Recovery and BID support: *Green Waste's Emily Finn provided BID members with an update on Green Waste's city contract and asked BID members to consider a contract with them that would manage bin collection for local businesses. The BID would be in charge of paying Green Waste, she said, via payments received to the BID by the businesses. BID members unanimously voted against the request, citing concerns regarding who in the BID would oversee the task and whether or not it overstepped the BID's responsibilities.*

Report on Holman development project: *Moe Ammar said the project is proceeding on schedule and said new condominium ordinance has slowed the project down, but added Pacific Grove City Council would discuss the topic during their Oct. 7th meeting. McMahon added that he invited the Holman developers to visit the BID should they need assistance in any area the BID supports.*

6. New Business

Presentation on downtown parking plan: *City staff informed members of the BID that the 3-hour parking on Lighthouse and Forest Avenue would return to 2 hours pending Pacific Grove City Council approval at a later date. Signage that reads “customer parking only” may also be removed, they said. Thomas asked about longer parking and enforcement in the downtown area, as well as whether there is enough signage directing drivers to city parking areas. BID members suggested enforcement and other parking changes be put on hold until after the holiday season.*

Update on city signs at Congress and Forest Lodge Road directing visitors to downtown: *Ammar told BID members the city has agreed to the signage.*

Discuss downtown improvement projects: *Ammar asked that members offer suggestions on the best use of \$1,000 for a downtown improvement project.*

Report on coastal access project at Forest and Ocean View: *Item held to next meeting.*

Approve and recommend poop bag stations downtown by Cottage Vet: *McMahon indicated dog waste is becoming a problem in the downtown area and asked that BID members consider aiding in the purchase of poop stations. McMahon said he would provide further details at the November meeting.*

7. Closing Comments: (non-action item)

No closing comments.

McMahon called the meeting to an end at 10 a.m.

Attendees:

Moe Ammar- PG Chamber

Nanette Giles-Property Owner

Marietta Bain-Fandango Restaurant

Ron Schenk – St. Vincent DePaul

Tony Gamecho – Grand Avenue Flooring and Interiors

Tom McMahon – Monterey Bay Laundry

Steve Thomas-Sprout Boutique

Tony Campbell-Cottage Veterinary Care

Patrick Whitehurst-PG Museum