

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, February 4th, 2015, 8:30 a.m. - 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:33 a.m.

1. Welcome and introduction: *Members introduced themselves.*
2. Approve minutes of January 7th, 2015 meeting: *Board unanimously approved the minutes.*
3. Election of 3 board members, Term July 1, 2015 until June 30, 2017. Outgoing Board members are Ron Schenk (St. Vincent DePaul), Matthew Bosworth (Rabobank), and Lori Mannel (Pacific Grove Museum of Natural History): *Board members vote to elect Schenk, Bosworth, and Patrick Whitehurst (Pacific Grove Museum of Natural History in place of Lori Mannel) to seats.*

4. New Business

- Report on business walks downtown by the City's Economic Development Commission (EDC): *Members were briefed on the walk and its intent to get an overall idea of the "pulse" of the business community and what the city of Pacific Grove can do to help. McMahon asked that BID members be made aware of the business walks prior to future events. A report on the business walk is expected to be finalized Feb. 5 and forwarded to the City Council. Ammar mentioned some business owners expressed a desire to possibly limit the number of thrift stores in the community and mentioned two thrift stores that indicated a desire to expand to Lighthouse Avenue. McMahon indicated his reticence to make any decision that could be perceived as "anti-business."*

5. Old Business

- Update on following action items
 - a. Downtown butterfly promotional project: *BID members unanimously approved \$500 for additional expenses for printing costs, the purchase of ballot boxes, designed maps, and window posters. Members were given a draft budget and update document that provided details on the current status of the project. Currently, 33 butterflies have been hung, three butterflies are located at the Pacific Grove Arts Center, seven butterflies are still with artists, seven butterflies remain to be used, and 36 butterflies have been returned. Voting for favorite butterfly is scheduled to begin Monday, Feb. 9.*
 - b. Three hour parking limit: *Members were briefed on the three hour parking limit and told recommendations will be made to City Council to make the three-hour limit permanent. Police may also suggest an addendum that sets a standard, across-the-board price for violations, with higher fines for 30-day repeat offenders. Gamecho*

asked why the two-hour limit remains above Laurel and said there is currently no parking enforcement in that area. City staff said they will look into that and change the limit in that area to three-hours.

c. Sidewalk dining: Members were informed the sidewalk dining ordinance was approved. Ammar will hand deliver a package to business owners with city staff that helps explain the ordinance.

d. Good Old Days, April 11 & 12, 2015: Ammar alerted BID members that all vendors may be asked by Muniservices to get a business licenses in the city, even vendors and artists who sell from businesses owned by other individuals, and said the licensing may also include delivery vehicles that brings goods into the city. Muniservices is contracted by the City of Pacific Grove. McMahan suggested BID refrain from any involvement in the possible licensing rules until a vendor is actually asked to pay.

6. Closing Comments/Adjourn: Schenk reminded board members a plastic bag ordinance will take effect March 1. McMahan suggested BID refrain from speaking on the topic until a business owner is brought to task for not following the rules of the ordinance. In other comments, Bosworth mentioned a recent meeting regarding the Pacific Grove Auto Rally held the Friday before Councours, and sought information on how the rally was perceived by local businesses in the downtown area, particularly when it came to safety and access. Ammar said he would meet with Bosworth to help gather information.

Attendees:

Moe Ammar- PG Chamber
Steve Thomas-Sprout Boutique
Tom McMahan-Monterey Bay Laundry
Patrick Whitehurst-PG Museum

Tony Gamecho-Grand Ave. Flooring
Ron Schenk-St. Vincent DePaul
Matt Bosworth-Rabobank
Marietta Bain-Fandango Restaurant

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, March 4th, 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: *Members and public participants introduced themselves.*
2. Approve minutes of February 4th, 2015 meeting: *Ron Schenk moved to approve the minutes. Board unanimously approved the minutes. Former City Council member Allan Cohen, present for the March 4 meeting, protested the approval, noting the motion to approve the minutes were not on the agenda. Board members opted to note the missing agenda item, but approve the minutes.*

4. New Business

- Discuss BID participation and attendance of City Council meetings to present periodic updates: *Moe Ammar suggested that BID committee members periodically appear before Pacific Grove City Council to report on the district's projects and agendas, possibly during the "call to the public" portion of the regular meetings. Tom McMahon asked if there was a way for the BID to be made more aware of Council Actions when it concerns BID-related actions.*

5. Old Business

- Update on following action items
 1. Status of downtown 3-hour parking time limit: *Ammar offered a brief update to BID members on the parking limit change and said the Chamber polled businesses located in the area. The report is not yet available, though Ammar offered a preliminary report, citing concerns regarding enforcement of the 3-hour limit. McMahon said he spoke with the city's traffic commission about whether or not 20 minute loading zones were possible in front of businesses where a 3-hour limit could be a detriment to commerce. Ron Schenk suggested multiple time limits in the downtown area would confuse visitors, however. Marietta Bain asked if parking limit signage could be made more "obvious" for drivers. Ammar told board members he has noted an increase in foot traffic in the downtown area.*
 2. Butterfly art project: *Members were briefed on the 41 installed butterfly art projects located in the downtown area. Voting on the art project began two weeks ago, with a silent auction set for April 3, 2015, at the Pacific Grove Art Center. McMahon told board members he was concerned about public awareness for the voting and auction. Board members discussed sending out emails and sharing news of the auction on personal social media accounts, as well a Chamber email blast reminder of the event.*

3. AT&T parking of golf fans: *Ammar called the recent AT&T Pebble Beach Pro-Am the “best AT&T ever” due to favorable weather conditions and estimated 4,000 individuals were transported to the annual event from locations in front of the Pacific Grove Museum of Natural History and the Pacific Grove Public Library. He added he worked with Friends of the Library and parking matters and said one parking situation developed he hoped to resolve next year.*

4. Sidewalk dining: *Ammar said he visited 19 restaurants with city staff and notified them of the new sidewalk dining ordinance.*

5. Good Old Days: *Ammar said the Chamber continues to work on the event, scheduled for April 11-12, and invited BID members to attend the weekend event.*

6. Lighthouse Produce site potential and options: *Ammar said the Lighthouse Avenue site would be vacant in 60 days and mentioned the possibility of a potential buyer to board members.*

7. Flower baskets: *Board members were briefed on the current status of the hanging flowers in the downtown area and told the response to them has been positive. McMahon said he would investigate continuing the program and possibly expanding to other locations.*

8. Coastal Access Project, Ocean View to downtown: *Ammar said he is working with city staff on the access project and said it is currently in the 2015/2016 range. He questioned the using money for the design phase of the project. McMahon suggested a monthly meeting with city officials to ensure the project remains a priority for city officials.*

6. Closing Comments/Adjourn: *Board members continued to discuss the city’s plastic bag ban. Ammar also showed board members a story on the BID in the Chamber’s Business Wrap-Up publication. Cohen, meanwhile, notified board members that public comment needed to be added to BID agendas for general comments and individual agenda items. McMahon suggested speaking with city officials to determine whether the agendas are correct.*

Attendees:

Moe Ammar- PG Chamber
Steve Thomas-Sprout Boutique
Tom McMahon-Monterey Bay Laundry
Patrick Whitehurst-PG Museum

Nanette Giles-Property Owner
Ron Schenk-St. Vincent DePaul
Matt Bosworth-Rabobank
Marietta Bain-Fandango Restaurant

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, March 4th, 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: *Members and public participants introduced themselves.*
2. Public Comment: *Mike and Michelle Casey with The Bridge Ministry and Second Chance thrift store, with Rick Barnett, spoke to BID members about their desire to create a special event titled "Fun, Food & Find" for people to "discover" downtown Pacific Grove and also benefit The Bridge. Barnett said the event, which would use a map, would support Pacific Grove's hometown atmosphere.*
3. Approve minutes of March 4th, 2015 meeting: *Ron Schenk moved to approve the minutes, after Tony Campbell pointed out his name was left from the attendance list. Board unanimously approved the minutes with the provision Campbell's name be added to the minutes.*
4. Discuss Coastal Access project and next steps: *City representatives said the beautification project was originally on the city's alternative funding list, but has since been moved to the general fund. The budget for the general fund, however, is still in the approval process. Work, such as engineering, parking, etc., on the \$200,000 project is expected to start in earnest in July. The project is currently under design review by the Coastal Commission. Moe Ammar asked about using more of the allocated \$5,000 design funds this year, but BID members opted to wait a couple of months until the budget is approved to proceed.*
5. Review 2015-2016 budget: *Ammar shared an overview of the BID's Profit and Loss Budget for July, 2014, to June, 2015. According to the overview, overall expenses totaled approximately \$30,000. Ammar asked if BID members desired to shift \$4,100 of funds allocated to the coastal access design, to next year's budget. Board members agreed to allocate the funds. Ammar also shared information on pamphlets and City of Pacific Grove tourist literature currently available in hotels and other locations.*
6. Report on "Monarch Memories Gala" at the Pacific Grove Art Center on Friday, April 3, at 6:30 p.m. to 9:00 p.m.: *Steve Thomas spoke to BID members about the upcoming Friday event and asked board members to attend. He also thanked board member Tony Campbell for creating a poster. The gala coincides with the First Friday Art Walk in Pacific Grove.*

7. Discuss the status of splitting the Holman lot and impact on downtown Pacific Grove: *City representatives shared an update on the proposed lot split in downtown. Planning commissioners were evenly split on a decision, which made the lot split fail, and led to an appeal by the architect for the Holman project. The appeal is scheduled to go before City Council April 15. Lot lines will shift as part of the split and some parking could be preserved in perpetuity, city representatives said. A current proposal could create a mixed-use area for the Holman Building, with a hotel being considered for the side where the parking lot is currently, though water credits are an issue. Ammar said the property's buyers are three locals and all are former Pacific Grove High School students with the best interest of Pacific Grove in mind. Schenk made a motion to support the lot split and Marietta Bain seconded. The motion passed. Ammar said the decision to support the split would be passed on to council members.*

8. Discuss the Benefit Shops and Consignment Stores Moratorium: *City representatives said Pacific Grove City Council members would discuss a possible moratorium on benefit thrift stores in the city during their next regular meeting April 15. Council will be asked to approve an "urgency ordinance" that would seek a 6-month moratorium on any new thrifts pending a review by city staff on whether a permanent ordinance should be enacted. That moratorium would not affect any of the 16 thrift stores currently operating in the city. Details of the moratorium, including whether non-profit thrift stores would be considered differently than for-profit thrift stores, have not been decided. Schenk made a motion for BID members to support the moratorium. The decision to support it passed unanimously.*

9. Closing comments: *Ammar called the meeting to an end at 9:30 a.m.*

Attendees:

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

Nanette Giles-Property Owner
Ron Schenk-St. Vincent DePaul
Matt Bosworth-Rabobank
Marietta Bain-Fandango Restaurant