



MEETING MINUTES

**City of Pacific Grove
Economic Development Commission
Minutes
Thursday, December 10, 2015, 3:00 p.m.
City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA**

1) Call to Order/Roll Call

Chair Atchison called the meeting to order at 3:02 p.m. **Present:** Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Bain, and Ammar. City Council Liaison, Mayor Bill Kampe
Staff Liaison, Mark Brodeur and Anne Kornmann, Intern to the City Manager
Council Attendee: Bill Peake
Absent: Commissioners Donohoe and Krokower

2) Approval of Agenda

Action: Motion made by Commissioner Cohen seconded by Commissioner Davis to approve the agenda, the Commission voted 8-0 to approve.

3) Commissioner and Council Liaison Announcements

On December 2nd, Chair Atchison attended the Executive Leadership Roundtable on "Growing Your Economy and Impacting Jobs in PG&E's service territory." The Leadership Roundtables are meant to help educate community members on economic development and what they can do to grow their local economy, create a positive business climate, and retain and create jobs.

Chair Atchison will also be attending the MCBC breakfast at Blackhorse Bayonet on December 11th, topic will be CyberSecurity.

On November 19th, Commissioners Donohoe and Matthews attended the Pacific Grove Highway 68 Study Community Workshop. Commissioner Matthews attended the event to suggest a possible roundabout at the Congress/Cedar/Sunset intersection, which is in her neighborhood. Commissioner Donohoe owns Pacific Motor Service which is located between David and Prescott on Forest. Commissioner Donohoe had the following concerns; Water runoff management, Road quality, Crosswalk identification with sidewalk on both sides of the highway, Speed limit enforcement.

Commissioner Ammar announced there were a record number of people attending all the holiday events. Commissioner Ammar also indicated a new Wine business will be opening soon in Pacific Grove

Commissioner Cohen attended the BID meeting where the "Coastal Access Project" was discussed. Commissioner Cohen suggested the Project could be an agenda item for a future EDC meeting.

Councilman Peake suggested that members attend the City Council meeting on December 16th when the STVR Project will be discussed and the Interim City Manager will be announced.

4) Public Comments

- a) **Written:** Handout was received from Anthony Tersol regarding STRs.
- b) **Oral Communications:** Public comment was received from Sam Raskin and Tatiana Hart.

5) Approval of Minutes

Secretary Matthews stated the November 12, 2015 had a minor typo; Anne Kornman should be Anne Kornmann.

Action: Motion made by Commissioner Ammar and seconded by Commissioner Cohen to approve the November 12, 2015 minutes as corrected. The Commission voted 8-0 to approve the corrected Minutes.

6) Unfinished/Ongoing Business

a) EDC Strategic Plan

i. You'll Find it in Pacific Grove

Small Business Saturday - Commissioner Atchison reported that 8,000 postcards were mailed on November 21st. A recap of the positive feedback was distributed. Most of the business on that day came from visitors, so the committee will focus on more advertising outside of Pacific Grove for Small Business Saturday next year.

Cash Mob - The Jingle Bell Walk was held on December 4th and over 40 people mobbed Cafe Ariana and habitat. Chair Atchison shared an article that was published on November 29, 2015 for "The Street" (on line publication by Jim Cramer) regarding Cash Mobs. Chair Atchison was interviewed by Gina Ragusa for the online publication. The article is very positive and Pacific Grove is mentioned several times. The Cash Mob will return in the spring.

Holiday Window Displays - On Sunday, November 29th twenty different businesses in Pacific Grove were given gift wrapped boxes and "You'll Find It In Pacific Grove!" scrolls for display in their storefront windows/.

ii. **Business Attraction/Retention** - Chair Atchison reported that the Annual Business Walk is scheduled for January 22nd and the Startup Challenge will be April 1st and May 6th.

Airport Marketing - Provided photos of "Butterfly Moments" representing Pacific Grove, which was recently installed by MCCVB. The airport artwork is just part of a bigger plan to cast more light on each of their jurisdictions. MCCVB is still working on development of a new website which will have specific sub-sites, or micro-sites, for each jurisdiction including Pacific Grove. MCCVB is also developing a printed and digital map/brochure that highlights each jurisdiction.

iii. **Co-Working Space** - Commissioner Addeman reported there is still no available space in the downtown area.

iv. **Promotional Marketing** - Commissioner Ammar announced that the AT&T Pebble Beach Pro-Am Golf Tournament plans are on track and there will be four buses for 2016.

Chair Atchison requested summary reports from all Chairs by the end of the calendar year. She will submit a status report to the City Council in January.

7) New Business

a) Addition to City's Special Events Policy that all events held in the City of Pacific Grove will feature Pacific Grove in the headline of the event.

Motion made by Commissioner Ammar to recommend to the Recreation Board to amend the Special Events Policy and Application Form to include that any event that requires Council and/or Staff approval will include Pacific Grove in the title of their event. Any Pacific Grove photos will be captioned Pacific Grove as the location of the photo, 2nd by Commissioner Cohen. Commission voted 8-0 to approve. The motion is to further improve Pacific Grove's name awareness and market position. The EDC will brief the City Recreation Board on its recommendation and seek support of the motion

b) Promoting Lighthouse Cinema: Ideas were shared about how to help attract and promote more events at Lighthouse Cinema, a wonderful venue in PG that can be utilized more.

c) Update on attracting new events to PG: Discussion on a Pet Parade to be held in the American Tin Cannery

8) Reports

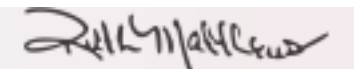
a) Economic Development Director's Report

Mark Brodeur discussed a possible new tenant for the "sheds" on Fountain, "Goodies" is now in escrow, and McDonald's wants to divide the space for two tenants. Mark shared an overview of a Public Works Project for the Lighthouse area from 12th Street to Congress to include streetscape improvements without eliminating parking spaces.

ADJOURNMENT

Meeting adjourned at 4:30 p.m.

Respectfully submitted,



Ruth Matthews, Secretary