



**City of Pacific Grove
Economic Development Commission
Minutes
Thursday, April 14, 2016, 4:00 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 4:00 p.m. Present: Chair Atchison, Secretary Matthews, Commissioners Stillwell, Cohen, Nelson, Addeman, Krokower, and Ammar. Staff Liaison, Mark Brodeur
Absent: Vice Chair Davis, Commissioner Bain and City Council Liaison, Mayor Bill Kampe

2) Approval of Agenda

Request made to change New Business item 7(a) to 7(b) **Action:** Upon Motion by Commissioner Krokower and seconded by Commissioner Stillwell, the approval of the Agenda was passed unanimously as amended.

3) Commissioner and Council Liaison Announcements

Commissioner Ammar announced that Mayor Bill Kampe is unable to attend today's meeting due to a scheduling conflict.

4) Public Comments

a) Oral Communications: Public comment was received from Michael Crall (Project Bella) regarding Measure X and the events for April 19th. Volunteers are walking the City to get out the vote and also rides will be available to polling places on Tuesday. Mr. Crall thanked the EDC for supporting Measure X.

5) Approval of Minutes

Action: Motion made by Commissioner Ammar and seconded by Commissioner Stillwell to approve the March 10, 2016 minutes. Motion approved unanimously

6) Unfinished/Ongoing Business

a) EDC Strategic Plan: Receive reports and take action, if necessary, from Project Groups:

- i. Business Attraction/Retention - The Business Walk report will be published on the EDC website in the next few weeks. The report includes over 100 businesses that received a personal visit and 17 businesses that participated in the on-line survey. Monterey County Business Council's annual "**Celebration of Small Businesses in Monterey County**" event is May 6th, from 3 - 5:30 p.m. at the Embassy Suites in Seaside. More than two dozen businesses have been nominated for the "Small Business of the Year" award. EDC nominated three Pacific Grove businesses; Dority Roofing & Solar, Winning Wheels, and Butterfly by the Sea.
- ii. Co-Working Space - Chair Atchison spoke with the co-working company and they are in discussions with the owner of the building at 215 Forest Ave. They have requested a move in date by end of year.

b) CALED LEAP Program: Review, discuss and take action, if necessary on whether to approve moving forward with this program. (Attachment B) Reference: Jacquie Atchison. Chair Atchison met with Interim City Manager Ben Harvey and Economic Development Director Mark Brodeur and they support the program and recommend EDC move forward. **Action:** Motion made by Commissioner Ammar and seconded by Commissioner Cohen to approve contracting with CALED to prepare an economic development strategic plan, and have the EDC dedicate our next meeting to decide on the priorities of the planning session, i.e.; business mix in downtown, amending ordinances, branding, Motion passed unanimously. Chair Atchison requested that Commissioners email her their Ideas before the next meeting.

c) 2016-2017 Budget Request & EDC Work Plan: Discuss budget and ideas for development (Attachment C) Reference: Mark Brodeur and Jacquie Atchison EDD Mark Brodeur requested a budget of \$31,000 for the EDC for 2016/2017. The Commissioners reviewed the list of Work Plan ideas and eliminated a few. Chair Atchison will update list and the Annual Strategic Work Plan and Budget 2016-17 will be finalized at our next meeting.

7) New Business

- a) **Carmel International Film Festival Request:** Discuss a request to have a Gala at Lovers Point Beach, and take action, if necessary. Reference: Moe Ammar. The Film Festival is a five day event and Carmel International Film Festival would like to use the beach at Lover's Point on October 22nd from 6-10:00 p.m. for an invitation only party for approximately 300 guests. Commissioner Ammar is requesting that EDC support this event at a City Council meeting. **Action:** Motion made by Commissioner Cohen and seconded by Commission Stillwell to support the concept of the gala at a City Council meeting, motion passed unanimously.
- b) **Pacific Grove Signs:** Discuss and take action, if necessary. Reference: Richard Stillwell. Commissioner Stillwell questioned why the butterflies are no longer on Pacific Grove signs. Chair Atchison and Commissioner Stillwell will meet with Interim City Manager Ben Harvey to discuss possible agenda item for City Council.

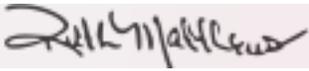
8) Reports

- a) **Economic Development Director's report** - Mark Brodeur reported on the STVR ordinance that was passed by City Council. There are now three types of STVRs and the information can be found on the City's website. Mark also reported that the Sheds project is no longer viable.
- b) **Financial Analysis on Project Bella** (Attachment D): - Mark Brodeur discussed the impact of the analysis on projects in Pacific Grove and the Project Bella timeline after the April 19th election

ADJOURNMENT

Meeting adjourned at 5:30 p.m.

Respectfully submitted,



Ruth Matthews, Secretary



MEETING MINUTES

City of Pacific Grove
Economic Development Commission
Minutes
Thursday, May 19, 2016, 4:00 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 4:00 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Krokower, and Ammar.
City Council Liaison, Mayor Bill Kampe
Staff Liaison, Mark Brodeur
Absent: Commissioners Bain and Nelson

2) Approval of Agenda

Action: Upon Motion by Commissioner Ammar and seconded by Commissioner Krokower, the approval of the Agenda was passed unanimously.

3) Commissioner and Council Liaison Announcements

Chair Atchison, Secretary Matthews, and Mayor Kampe attended the Monterey County Business Council event on May 6, 2016 honoring small businesses in Monterey County. One of the winners was Winning Wheels Bicycle Shop in Pacific Grove. Over one hundred people attended the event and the small business of the year was awarded to Avila Construction Company.

Vice Chair Davis and Chair Atchison attended the 2nd annual Regional Economic Summit on April 26, 2016, sponsored by MBEP. They found the summit informative and shared a few of the ideas with the Commissioners.

Chair Atchison and Commissioner Stillwell met with City Manager Ben Harvey and Economic Development Director Mark Brodeur to discuss why the butterflies are no longer on Pacific Grove signs. City Manager Harvey stated that the butterflies can be added to the existing signs and the City logo will be discussed at the June 15th council meeting.

4) Public Comments - None

5) Approval of Minutes

Action: Motion made by Commissioner Krokower and seconded by Commissioner Addeman to approve the April 14, 2016, minutes. Motion approved unanimously

6) Reports

a) Economic Development Director's Report: Receive report and use information for LEAP Program and Work Plan. Reference: Mark Brodeur. Mark Brodeur highlighted a few of the ongoing projects, updating the Commissioners on the Holman Building, @Lovers Point property, Pacific Grove hotel (Central Ave), and three downtown properties that are changing into mixed use. The Commissioners were also shown plans for the theater parking lot re-use study. Mr. Brodeur discussed the possibility of a "Pacific Grove Tribute Catalog", which would be a collection of public works projects that anyone can purchase.

b) Annual Business Walk Report: Receive report and use information for LEAP Program and Work

Plan. Attachment B Reference: Jacquie Atchison Chair Atchison discussed the report with a focus on what has changed since last year and how EDC can become more involved. Outcomes showed that our small businesses need help driving traffic to their businesses, especially locals. Report will be submitted to the City Council with these minutes.

7) Unfinished/Ongoing

a) CALED LEAP Program: Review, discuss and take action on determine problem statement and scope of program. (Attachment C) reference: Jacquie Atchison The CALED Leap Program was discussed extensively by the Commissioners. **ACTION:** Motion made by Commissioner Krokower and seconded by Commissioner Stillwell to recommend to CALED to focus on three areas:

- Tenant Mix in downtown
- Pros/Cons of a Property Business Improvement District
- Connection to Pacific Grove business districts aka “Common Thread”

Motion passed unanimously. Chair Atchison will coordinate with CALED for possible planning session dates.

Public Comments: Economic Development Consultant Sam Raskin distributed a handout “PGEDC - Economic Development 101” and indicated we need to follow his basic steps outlined in the handout.

b) 2016-2017 EDC Work Plan: Review, discuss and take action to approve (Attachment D). The Commissioners discussed what items should be paid for with EDC funds and what businesses will be involved. **Action:** Motion made by Vice Chair Davis and seconded by Commissioner Stillwell to approve the Strategic Work Plan for 2016-2017, motion passed unanimously.

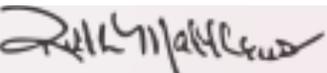
8) New Business

a) Parking: Commissioner Stillwell questioned the data used to keep the three hour parking limit on Laurel. CEED Director Brodeur suggested that the item be brought before the Traffic Commission.

ADJOURNMENT

Meeting adjourned at 5:42 p.m.

Respectfully submitted,



Ruth Matthews, Secretary

PACIFIC GROVE BUSINESS WALK 2016



The City of Pacific Grove’s Economic Development Commission conducted a “Business Walk” on Friday, March 18, 2016. Along with the Commissioners, the group included local business owners, residents and city and chamber officials. These volunteers visited businesses in Pacific Grove’s five business districts – Downtown, Foresthill, American Tin Cannery, Sunset Avenue, and Central Avenue to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers visited over 130 businesses in the city and were successful in interviewing 103 of them, and we received 17 responses via online survey.

<u>Visits by Industry</u>	<u>2016 / 2015</u>	
Retail	44%	44%
Food & Beverage	21%	21%
Industrial	8%	7%
Office	5%	4%
Other*	23%	24%

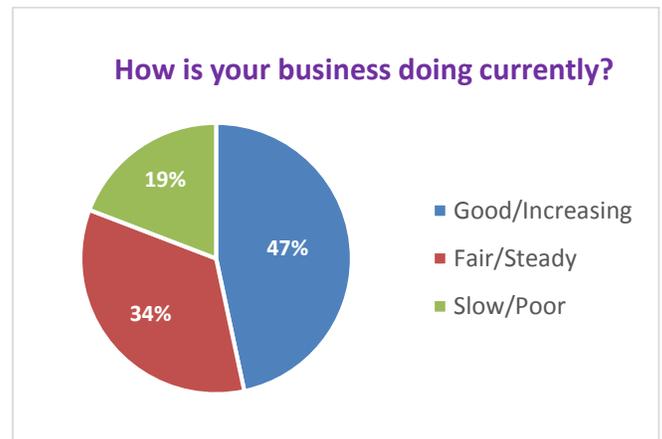
(*dry cleaners, pet grooming, etc)

<u>Visits by Business Districts</u>	<u>2016 / 2015</u>	
Downtown	58%	53%
Foresthill	12%	12%
American Tin Cannery	16%	18%
Sunset Avenue	9%	11%
Central Avenue	5%	6%

The conversations focused on three basic questions: (1) “How is Business?” (2) “What do you like about doing business in Pacific Grove?” and (3) “What can the City do to help you succeed?”

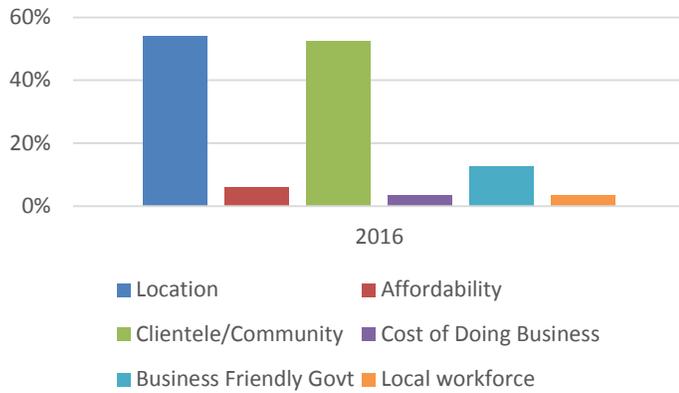
Question 1: How is Business?

When asked how their business was doing currently, forty-seven percent (47%) responded that their business was good/increasing, compared to 54% in 2015. Thirty four percent (34%) of the businesses interviewed stated that their business is fair/steady, but could be better, compared to 31% in 2015. Finally, 19% stated that their business was slow/poor, compared to 15% in 2015. Though many businesses reported increased revenue over the past year, several issues contribute to the current reduction of revenue: American Tin Cannery businesses have noticed significant decrease in sales since the announcement of the possibility of a hotel taking over the site, and Central Ave was under construction during the Business Walk.



<u>How is Business by District:</u>	<u>Downtown</u> 2016/2015	<u>Foresthill</u> 2016/2015	<u>ATC</u> 2016/2015	<u>Sunset</u> 2016/2015	<u>Central</u> 2016/2015
Good/Increasing	43% / 55%	63% / 56%	29% / 25%	62% / 71%	57% / 67%
Fair/Steady	39% / 36%	38% / 31%	24% / 35%	31% / 15%	14% / 25%
Slow/Poor	18% / 9%	0% / 13%	47% / 40%	8% / 14%	29% / 8%

What do you like about doing business in Pacific Grove?



Question 2: What do you like about doing business in Pacific Grove?

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54% of businesses interviewed reported that "Location" was an important factor to having their business in Pacific Grove. Several said they appreciate the free parking and prefer 3 hours in downtown. The next highest reason (53%) for working or owning a business in Pacific Grove, was the clientele and the local community. Many stated that they wish locals/residents would shop more in PG businesses. Pacific Grove also offers low cost of doing business and a business friendly government. Finally, local workforce is a struggle because of the high cost of living in PG compared to low paying jobs.

Question 3: What can the city do to improve business in Pacific Grove?

Many businesses reported that commercial property owners will not maintain their property and only offer month to month leases, leaving business owners cautious in investing in and improving their business with the possibility of losing their space with little notice. Another request was to develop a better mix of tenants in downtown that will not only cater to tourists, but also to locals.

The most common request from all business districts was for more advertising and marketing of all businesses in the city of Pacific Grove to increase foot traffic and visitors. Signage and parking/traffic are also areas that need improvement in Pacific Grove. And a night life would be a great draw for more customers, especially a younger crowd.

Additional comments:

- Shopowners should take pride in the windows and improve their displays, leave night lights on, stay open later, especially on First Friday.
- Property owners need to update and maintain their buildings.
- Central Ave businesses would like to be included in more events.
- Forest Hill businesses would like improvements to 68/Forest Avenue to be more pedestrian friendly.
- ATC Merchants would like to move their businesses to another district in the city.
- Co-op advertising and marketing with other similar businesses or district.
- Beautify the city, more flowers along sidewalks, wider sidewalks and more lighting.
- Need public restrooms in downtown.





CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
Annual Strategic Work Plan 2016-17

“To devise economic development and enhancement strategies and programs which bring revenue and visibility for the city, assist the City’s businesses and job seekers in their efforts; and help meet the shopping and service needs of local residents by promoting retail business interests.”

CALED LEAP Economic Development Strategic Planning

Work with CALED consultants and PG stakeholders to develop an economic strategic plan to focus on a) downtown tenant mix, b) possibility of creating a Property Owners Business Improvement District and c) creating a “common thread” between all PG business districts. Budget: \$3,500 (*additional funds are available to implement activities suggested in economic plan*).

Business Attraction & Retention

Economic Strategy: An active business retention and attraction program is the best way to improve the economic health and vitality of the entire City, including investing in infrastructure, developing a healthy, diversified tenant mix, and creating job opportunities. Budget: \$7,500

Activities may include:

- Research and implement necessary cellular towers, electric charging stations, etc.
- Annual Business Walk.
- Work with Commercial Property Owners to update their properties, provide long term leases, and recruit better tenant mix and work with tenants to stay open later and on weekends.
- Work with ATC businesses to find new locations in Pacific Grove.
- “You’ll Find It in Pacific Grove!” (Think Local program):
 - Monthly Cash Mobs; Promotional Marketing such as Small Business Saturday, Highlight small businesses, home-based businesses, expo?

Special Events:

Economic Strategy: The EDC understands that many of our small businesses have limited resources for marketing and advertising their businesses. An excellent way to increase foot traffic to PG businesses is to draw visitors and locals to special events in the city. Budget: \$10,000

Some of the events we will consider to support include:

- First Friday sponsorship.
- Develop events such as Car shows, Concerts, Movies @ LoversPoint, Food Fest, etc.
- Develop events for ATC, Forest Hill and Central Ave Business Districts.
- Co-marketing with Big Events – AT&T, Jazz Festival, Concours – including street banners; work with city to reduce fees for events.

Partnerships, Sponsorships

Economic Strategy: To ensure commissioners are up-to-date on newest and creative economic development strategies to support Pacific Grove businesses. Budget: \$2,500

- Membership in economic development organizations that provide training and education
- Sponsor economic development/business startup events that showcase/support Pacific Grove businesses.