



City of Pacific Grove  
Economic Development Commission  
Minutes  
Thursday, June 9, 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, Bain, Nelson, and Ammar.  
City Council Liaison, Mayor Bill Kampe  
Staff Liaison, Mark Brodeur  
Absent: Commissioners Addeman and Krokower

**2) Approval of Agenda**

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

**3) Commissioner and Council Liaison Announcements**

Chair Atchison announced that Butterfly By The Sea is for sale and, if not sold by end of July, will close. Miss Hannah Grace on Grand Ave and The Iron Gate Gift Shop on 15th Street are also closing. Commissioner Ammar announced that four buildings in the downtown area have been sold in the past six months. The buildings at 612 Lighthouse Ave and 572 Lighthouse Ave are also for sale. Mayor Kampe stated that the Admissions Tax and the Business License Tax will be on the June 15th City Council agenda.

**4) Public Comments:** J. Patrick Thomas distributed his bio. He is moving from Fairfax Virginia to Pacific Grove in August and is looking for a position as a business development executive.

**5) Approval of Minutes**

**Action:** Motion made by Commissioner Ammar and seconded by Commissioner Davis to approve the May 19, 2016, minutes. Motion approved unanimously

**6) Unfinished/Ongoing**

**a) 2016/2017 EDC Work Plan:** Review, discuss and take action, if necessary. (Attachment B) Reference: Jacquie Atchison Chair Atchison pointed out a few changes to the Annual Strategic Work Plan 2016-17. The budget for the CALED LEAP strategic planning sessions projected to be \$3,100 plus expenses. Commissioner Ammar indicated that August 16th and 17th for the planning session may not be doable. The "The Little Car Show" is August 17th in Pacific Grove and the Concours d'Elegance events are also that week and hotels/motels are sold out. Chair Atchison will check if the date can be changed.

**7) New Business**

**a) First Friday Sponsorship:** Review proposal from First Friday for annual sponsorship and take action whether to sponsor. (Attachment C) reference : Jacquie Atchison The Commissioners reviewed the request for sponsorship and needed more information before approving. Chair Atchison and Commissioner Ammar will meet with Adrienne Jonson and the item will be discussed at our next meeting.

**b) Special Events:** Discuss the economic benefits of promotional events that are planned by the chamber, Downtown Business Improvement District or Hospitality Improvement District. Recommend to the City Council waiving the fees of promotional events except labor cost. Such fees include application fee, sound permit fee,

rental of cones or barricades. Reference: Moe Ammar. Commissioner Ammar explained the need for waiving the fees and what type of quality events we would like to bring to Pacific Grove. **Action:** Motion made by Commissioner Ammar and seconded by Commissioner Davis to recommend to the City Council to waive the fees of promotional events except labor cost. Fees include application fee, sound permit fee, rental of cones or barricades. Motion carried unanimously.

**c) Proposed Business License Tax Increase:** Review proposal to increase the business license tax and take action, if necessary (Attachment D) Reference: Willy Nelson The Commissioners discussed the proposal submitted by Ben Harvey, City Manager and decided to discuss further when the final draft is submitted to the City Council.

**d) EDC Action Items:** Review and take action, if necessary. (Attachment E) Reference: Ruth Matthews Secretary Matthews explained the purpose of the document and thought it would be a helpful tool for the Commissioners The document will be updated by the Secretary as needed.

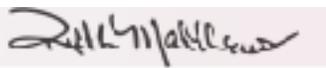
## 8) Reports

**a) Economic Development Director's Report:** Director Brodeur updated the Commissioners on the Local Coastal Plan and the Land Use Plan. The LCP needs to be finalized in the next few weeks and presented at the Coastal Commission meeting in August in Monterey. The potential "Pacific Grove Hotel" on Central Ave update was also discussed and the EIR will start in the next few months.

## ADJOURNMENT

Meeting adjourned at 5:29 p.m.

Respectfully submitted,



Ruth Matthews, Secretary