



MEETING MINUTES

City of Pacific Grove  
Economic Development Commission  
Minutes  
Thursday, July 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, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Bain (late), Nelson. City Council Liaison, Mayor Bill Kampe  
Staff Liaison, Mark Brodeur  
Absent: Commissioner Ammar

**2) Approval of Agenda:**

**Action:** Secretary Matthews made a motion that item 7b be removed from the agenda because attachment B is not what will be presented to the Council on July 20th, motion seconded by Commissioner Stillwell. The Commissioners voted 2-5, Commissioners Cohen, Nelson, Addeman, Davis, and Chair Atchison dissenting. Motion by Commissioner Nelson and seconded by Commissioner Cohen to approve the agenda, the approval of the Agenda was passed unanimously.

**3) Commissioner and Council Liaison Announcements:**

Chair Atchison announced that Commissioner Krokower has resigned and will be missed. Mayor Kampe stated that he will be attending the State Water Resources Control Board hearing on July 19th in Sacramento where the CAL AM cease and desist order will be discussed and a possible vote for the five years extension. All are welcome to attend. Mayor Kampe suggested we attend the July 20th Council meeting, agenda items will be the Admissions Tax and the Business License Tax. Chair Atchison announced that the Block Party on July 1st (First Friday) was successful.

**4) Public Comments:** City Council candidate, Cynthia Garfield introduced herself to the Commissioners and discussed her platform.

**5) Approval of Minutes:**

**Action:** Motion made by Commissioner Addeman and seconded by Commissioner Cohen to approve the June 9, 2016 minutes. Motion approved unanimously.

**6) Presentation by the Monterey County Convention & Visitor's Bureau:** The tourism statistical information for The City of Pacific Grove was presented by April Locke, Marketing Manager and Paul Martin, Controller.

**7) Unfinished/Ongoing:**

**a) First Friday Sponsorship:** Review proposal from First Friday for annual sponsorship and take action whether to sponsor. Reference: Adrienne Jonson/Moe Ammar Adrienne Jonson discussed the requested for funds and indicated they are using less print ads and more facebook. The facebook ads are more cost effective but since this is a Chamber event there should be more of a buy-in from BID with a possible matching

program with EDC. Chair Atchison will attend the BID meeting in August and share our suggestions.

**b) Proposed Business License Tax Increase:** Review proposal to increase the business license tax and take action, if necessary (Attachment B) Reference: Willy Nelson The Commissioners suggested removing the cap, and raising the minimum license fee but we could not agree on a recommendation to send to the City Council before the July 20th meeting. It was suggested that Commissioners attend the July 20th Council meeting and voice their opinions.

**c) CALED Strategic Planning Work Sessions:** Review “Problem Statement” (provided at meeting) for accuracy and identify stakeholders to invite to work sessions on August 30th and 31st. Reference: Jacquie Atchison Chair Atchison will email the Commissioners the information regarding the sessions and also needs a list of stakeholders to invite.

## **8) New Business - None**

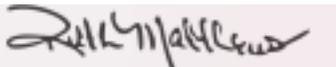
## **9) Reports**

**a) Economic Development Director’s Report:** Mark Brodeur - **No Report**

## **ADJOURNMENT**

Meeting adjourned at 5:45 p.m.

Respectfully submitted,



Ruth Matthews, Secretary



City of Pacific Grove  
Economic Development Commission  
Minutes  
Thursday, August 11, 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, Bain, Nelson, and Ammar.  
Staff Liaison, Mark Brodeur  
Absent: City Council Liaison, Mayor Bill Kampe

**2) Approval of Agenda**

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

**3) Commissioner and Council Liaison Announcements** - Chair Atchison reminded the Commissioners of the Ethics training scheduled for August 23rd from 9:30 a.m. - 11:30 a.m. If you are unsure if training is needed please contact Kerry Lindstrom. Commissioner Ammar announced upcoming events; Community Expo on September 15th from 4:00 p.m. to 7:00 p.m. at Chautauqua Hall and Flavors of Pacific Grove on November 19th from 5:30 p.m. to 8:30 p.m. at Asilomar Conference Grounds.

**4) Public Comments - None**

**5) Approval of Minutes**

**Action:** Motion made by Commissioner Addeman and seconded by Commissioner Nelson to approve the July 14, 2016 minutes. Motion approved unanimously

**6) Unfinished/Ongoing**

**a) CALED LEAP Update: Update on planning sessions, discuss and take action on approval of expenses.** Reference: Jacquie Atchison

The planning session will start with an early morning breakfast, hosted by Richard Stillwell, on August 30th at Victorian Corner. There are approximately 40 key decision makers and stakeholders that will be interviewed individually. The interviews will be held at City Hall over a two day period. Lunches will be hosted by Violo's Chowder House and Fandango. On August 31st there will be a wrap-up meeting, location and time TBD.

**Motion** made by Chair Atchison and seconded by Commissioner Davis to approve an additional \$1,000 to cover expenses for the CALED LEAP sessions on August 30th and 31st. Motion approved unanimously. Chair Atchison will email the Commissioners their individual interview times and schedule next week.

**b) First Friday Sponsorship: Approve sponsorship match of the Business Improvement District's funding support of First Friday. Reference: Jacquie Atchison** Chair Atchison attended the BID meeting and they approved \$2,000 for First Friday. **Motion** made by Commissioner Cohen and seconded by Commissioner Davis to approve \$2,000 for the First Friday sponsorship. Motion approved unanimously.

## 7) New Business

**a) Proposal to Support Marketing Efforts during the Highway 68 Construction Period (Attachment B) Review, discuss and take action, if necessary Reference: Moe Ammar** The Commissioners discussed the PGDBID Roundabout Outreach proposal and decided to discuss it further at our next meeting.

**b) Next EDC Meeting: Reschedule date or time for September 8th EDC meeting due to Candidates Forum scheduled for September 8th at 5:30 p.m.** Reference: Ruth Matthews

Motion made by Commissioner Ammar and seconded by Commissioner Nelson to schedule our next meeting for September 8th starting at 3:00 p.m., Vice Chair Davis requested the time be amended to 3:30 p.m., no second for the amendment. Motion approved unanimously to start the meeting at 3:00 p.m. on September 8th.

## 8) Reports

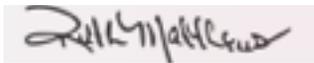
**a) Economic Development Director's Report: Mark Brodeur**

Director Brodeur highlighted a few of the ongoing projects, updating the Commissioners on the Holman Building, @Lovers Point property, parking lot behind the theatre, Starbucks and various downtown buildings that are for sale. A full time Code Enforcement Officer position has been approved, interviews have been held, and an offer has been extended. Director Brodeur will address the gull abatement program for 2017/18 at the City Council meeting on August 17th.

## ADJOURNMENT

Meeting adjourned at 5:14 p.m.

Respectfully submitted,



Ruth Matthews, Secretary