

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, January 6, 2016, 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: *Tom McMahon opened the meeting at 8:30 am*
2. Approval of BID Agenda: *BID members unanimously approved the agenda.*
3. *Moe Ammar announced the passing of Holly Summers owner of Holly's Lighthouse Cafe from a brain aneurysm on New Year's Day. Services will be held at Chautauqua Hall on Friday at 1:00 pm.*
4. Approval of minutes of December 2015 meeting: *BID members unanimously approved the December minutes. Board requested emailing minutes in advance of meeting*
5. McMahon reviewed the purpose of hosting the Pony League promotion downtown in March. Steve Thomas prepared a comprehensive marketing plan. Motion to allocate \$2,900 was approved.
6. Approved letter by Community and Economic Development Director Mark Brodeur to property owners downtown to clean up rooftops and support an eagle abatement program. Minor changes were proposed to the letter.
7. Public Works Director Daniel Gho updated the board on the Coastal Access Project. The plan is to encourage visitors on the recreation trail to walk up Forest Avenue to downtown. The project is in the design stage and will likely take 18 months to 2 years before completion.
8. Delayed approval assessment increase from 35% to 45% pending further discussion. Board recommended allocating the increase to downtown improvement projects before approving the increase.
9. Presented departing City Manager Tom Frutchey with a gift certificate to Fandango Restaurant and welcomed the new interim City Manager Ben Harvey.
10. *McMahon called the meeting to an end at 10 a.m.*

Attendees:

Moe Ammar- PG Chamber

Laundry Nanette Giles-Property Owner

Tony Campbell-Cottage Veterinary Care

Tony Gamecho – Grand Avenue Flooring and Interiors

Tom McMahon – Monterey Bay

Steve Thomas-Sprout Boutique

Ron Schenk – St. Vincent DePaul