

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, October 5th, 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.*
2. Approval of BID Agenda: *BID members approved the agenda unanimously.*
3. Public Comments: *Moe Ammar told BID members about the retail/condominium space on Lighthouse located next to the Holman Building. He said the project, which includes 10 condos with retail space on the lower level, has been presented to the city and could take a year to complete. Steve Thomas added that the new property owner, who has also purchased another property in downtown Pacific Grove, is doing a great job.*
4. Approval of minutes of September, 2016 meeting: *BID members unanimously approved the September minutes.*
5. Old Business
 - Discuss Assemblyman Mark Stone's meeting in Pacific Grove: *Tom McMahon called the meeting a productive one for small business owners in Pacific Grove and said the group spoke with Stone on a number of issues including Air bnbs and workman's compensation. McMahon shared some of the stories that resulted from the meetings and said one takeaway would be that other state assembly members need to be involved in small business issues for real change to be implemented. Ammar thanks Tom for putting the meeting together and also thanked BID members Patrick Whitehurst and Marietta Bain for their help.*
 - Receive an update on future events:
 - A. Free Trick or Treating in downtown Pacific Grove, Saturday, October 29th: *Thomas updated BID members on plans for the trick or treating event and spoke about cross promotion efforts.*
 - B. Downtown Pacific Grove Holiday Open House, Saturday, November 12th: *Thomas said the budget for the event would be the same as last year and shared promotional details with BID members.*
 - C. Small Business Saturday, Saturday, November 26th: *Ammar told BID members that marketing efforts have provided good responses.*
 - D. Christmas Tree Lighting and Santa's Christmas Party, Monday, November 28th: *Ammar updated BID members on the event.*
 - E. Christmas at the Inns, Tuesday & Wednesday, November 29th and 30th: *Ammar provided BID members a short update on the event.*

F. 15th Annual Holiday Parade of Lights, Thursday, December 1st: *Ammar told BID members he is getting a good response on the parade. McMahon suggested retailers stay open for the event. Ron Schenk suggested sending “snail mail” requests to BID members asking them to stay open for the event. Ammar said he would make small flyers to deliver and incorporate email notifications to members. BID members unanimously approved a \$100 expense for the effort.*

G. 23rd Annual Stillwell’s Fun in the Park, Saturday, December 3rd: *Ammar updated BID members on the event.*

H. Arthritis Foundation Jingle Bell Run, Saturday, December 10th: *Ammar updated BID members on the event.*

I. Carmel Film Festival: *Ammar told BID members 300 to 400 people were expected for the event at Lovers Point on Oct. 22nd. He also spoke to board members about the various film premiers at Lighthouse Cinemas.*

6. New Business

- Approve replacement of Tony Campbell on the downtown BID and Advisory Board: *BID members approved a motion to accept Campbell’s resignation from the BID board following an email sent the morning of the meeting. BID members also agreed to send a letter of receipt of his resignation to Campbell.*
- Approve and recommend a Town Hall meeting on business with City Council in January 2017: *Ammar briefed BID members on plans for a meeting with businesses and Pacific Grove City Council members, scheduled for January. He said the meeting will provide Council with “real life stories.” The meeting will likely be open to the public.*

7. Adjourn: *McMahon adjourned the meeting at 9:40 a.m.*

Attendees:

Moe Ammar - PG Chamber

Tom McMahon – Monterey Bay Laundry

Steve Thomas-Sprout Boutique

Ron Schenk – St. Vincent DePaul

Patrick Whitehurst-PG Museum

Tony Gamecho – Grand Ave Flooring and Interiors

Marietta Bain – Fandango Restaurant