

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, November 2, 2016, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

- **Attendees:** Matt Bosworth - Rabobank, Steve Thomas - Thomas Brand Consulting, Ron Schenk - St. Vincent DePaul, Tony Gamecho - Grand Ave Flooring and Interiors, Marietta Bain - Fandango-Restaurant
Moe Ammar - staff
- **Absent:** Tom McMahon - Monterey Bay Laundry, Patrick Whitehurst – Pacific Grove Museum of Natural History
- Due to Tom's absence, Moe opened the meeting at 8:32 a.m.
- Agenda and minutes were approved
- Public commented on informational items
- Steve reported on Halloween promo last Saturday downtown. Some stores served over 1,900 children. Extremely positive and well done. Pacific Grove was competing with Carmel and Monterey on Saturday, but event attracted thousands to downtown.
- Presented holiday promotion. Several businesses will be holding an open house on that day. All media channels will be utilized to get the word out. BID members encouraged to participate. Chamber committed to the promotion.
- Discussed the Carmel International Film Festival that was held last weekend. Great exposure for Pacific Grove. BID members were impressed with the event. Beach dinner well attended. Festival would like to return to Pacific Grove in 2017. City staff were outstanding.
- Approved the appointment of Hector Chavez owner of Winning Wheels to the BID Advisory Board. Recommendation will be referred to Council for approval. Term ending June 30, 2018.
- Approved the installation and funding of a new directional sign at Forest and Ocean View directing visitors to downtown. Moe to work with City on approval.
- Discussed the vacant property at 214 Fountain Avenue and best possible use. New owner seeking input and leads.
- Community and Economic Development Director Mark Brodeur reported on several items including lot coverage and zoning downtown.
- Meeting adjourned at 9:37 a.m.