

## Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting  
Wednesday, February 3rd, 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
2. Approval of BID Agenda: *BID members unanimously approved the agenda.*
3. Public Comments: *Moe Ammar announced that Greg Zimmerman purchased 520 Lighthouse Avenue (the location of Lighthouse Produce). He said a change at the property is anticipated for the end of 2017. Tom McMahon announced the city placed a sign leaving Pebble Beach that directs visitors to Pacific Grove.*
4. Approval of minutes of January 2016 meeting: *BID members unanimously approved the January minutes.*
5. Election of 2016-2018 BID Advisory Board members: *BID Advisory Board nominations were conducted, with BID members voted into place at the end of the meeting. Current board members Marietta Bain, Tony Campbell, Tony Gamecho, and Tom McMahon were elected.*
6. Old Business  
Review Pony League promotional event downtown: *McMahon said he is excited about moving forward with plans to bring kids and families downtown using \$2,900 approved during the January meeting. He said the effort will target March 5<sup>th</sup> and added that Pony League practices are already under way.*  
Approve recommendation of endorsing Project Bella at the American Tin Cannery and encourage BID members to vote in favor of zoning change on April 19, 2016: *BID members voted unanimously to endorse a ballot measure that would allow voters to decide on a zoning change for the Bella development that would allow for a hotel on the property. On top of that, BID members voted to draft press releases about the support in an attempt to raise awareness about the BID's support. One press release is to go out soon, while another will go out to media agencies at the time of the election.*
7. New Business  
Discuss and approve location of Jalopies and Java car meet every other Thursday from 4:00 to 8:00 pm. Estimate number of cars 6 to 12: *Ammar briefed BID members on plans for the car meet and discussed possible locations for the group to use. Cones would be placed at the location to reserve the spots for the car group, he said. BID members directed Ammar to suggest two locations to the*

*organization: one in the Bank of America parking lot, but starting at 5 p.m. rather than 4 p.m., and the second location in the Fandangos parking lot during the requested hours.*

Review 2015-2016 budget and discuss reallocation of \$5,000 of the Coastal Access Project and \$1,000 downtown improvements to advertising accessibility to downtown during 68 roundabout construction: *Ammar informed BID members that business owners have reported a decrease in business recently thanks to roadwork on Highway 68 and Forest Avenue and media reports advising drivers not to take 68 during the construction period. He asked that BID members consider allocating funds for marketing encouraging travelers to still visit their favorite businesses during the construction period. BID member Ron Schenk argued that traffic is a problem and said he felt uncomfortable spending the funds on marketing when he does not think it will make a long-term difference during the course of the construction. BID members asked that an outline of the media and marketing campaign be brought to the board during the March meeting before making a decision.*

8. Adjourn

**Attendees:**

Moe Ammar- PG Chamber

Steve Thomas-Sprout Boutique

Ron Schenk – St. Vincent DePaul

Tony Gamecho – Grand Avenue Flooring and Interiors

Tom McMahon – Monterey Bay Laundry

Tony Campbell-Cottage Veterinary Care

Patrick Whitehurst-PG Museum