

Pacific Grove Business Improvement District Meeting Minutes

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

- Meeting called to order at 8:36 am
- BID Agenda was approved
- No public comment
- Steve Thomas of Thomas Brand Consulting handed out all the information related to the Pony League baseball promo downtown. Funding of \$2,900 was approved at the February 2016 meeting. BID members appreciated the marketing plan of the event.
- After a lengthy discussion BID approved investing \$6,000 in marketing downtown accessibility during the roundabout construction. Board member Ron Schenk opposed the motion. Staff to consult with retailers on placement and media buy
- Approved full support of the Carmel International Film Festival October 19-23, 2016. BID will consider partial funding of event related expenses. Moe Ammar was directed to meet with City staff and event promoter and report to BID in April. Great event for Pacific Grove that will attract top clientele.
- Discussed First Friday promo event. BID will support entertainment at Bank of America. BID will work with Adrienne Jonson, the event creator and manager, to ensure funding and help with First Friday.
- Received a report on the 59th Annual Good Old Days. Local merchants enjoy top placement
- Board discussed several nonaction items
- Meeting adjourned at 9:32 am

Thank you,

Respectfully submitted by

Moe Ammar
Pacific Grove Chamber of Commerce

Attendees:

Moe Ammar- PG Chamber
Tony Campbell-Cottage Veterinary Care
Tony Gamecho – Grand Avenue Flooring and Interiors

Steve Thomas-Sprout Boutique
Ron Schenk – St. Vincent DePaul