

## Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting  
Wednesday, April 6th, 2016, 8:30 a.m. - 10 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: *Tom McMahon spoke about the State of California's recent wage hikes and other news that he said will have lasting effects on small businesses and labor costs.*
4. Approval of minutes of February 2016 meeting: *BID members unanimously approved the February minutes.*
5. New Business

Discuss and approve Back in Time classic car show on Saturday, July 9<sup>th</sup>, 2016 from 9 a.m. until 3 p.m. on Lighthouse Avenue. Estimated number of cars 150 to benefit The Bridge Restoration Ministry: *Moe Ammar briefed board members on how he met with the car group on coming to Pacific Grove and sought BID approval on a location – the parking lot at Fandango restaurant or along Lighthouse Avenue. Marietta Bain said the event brings no money to her business and added that car events also look better when parked on Lighthouse. BID members voted in favor of Lighthouse Avenue, with the exception of Tony Gamecho, who abstained.*

Discuss and approve printing 12,000 downtown brochures for \$2,200 that are distributed at 210 tourist locations in the city. The brochures were last printed in June of 2015, but funded on July 7, 2016: *BID members unanimously approved printing the brochures, but raised the printing cost to \$3,000 in order to print more brochures.*
6. Old Business
  - Report on the following topics:
    1. Carmel International Film Festival October 19-23, 2016: *Ammar said he will meet with Festival staff and city officials to discuss holding the film festival in Pacific Grove, at locations including Lovers Point and Lighthouse Cinemas. He indicated he might have more information to discuss with the BID during the May meeting.*
    2. Pony League baseball promo event: *Steve Thomas briefed staff on the promo event and there were approximately 200 attendees and 22 businesses that participated. He said rain may have been a detractor, and*

*indicated he focused on reaching out to other peninsula cities for the event. Thomas also thanked Rabobank and Pavel's for their assistance. McMahon recommended budgeting for the event next year.*

3. *Good Old Days: Ammar thanked current and former Pacific Grove City Council members for their assistance with Good Old Days and provided a short update on specific events during the celebration. Councilmember Ken Cuneo invited BID members to attend the parade.*
4. *Holman's progress report: City staff reported that the Holman project is progressing and said there are no completed building plans as of yet.*
5. *Polling Project Bella and Measure X: Ammar offered a brief update on the April 19<sup>th</sup> Measure X vote. He said those in favor and those against the measure have been vocal in recent weeks. McMahon encouraged residents to speak out on the measure, whether pro or con, to ensure their voices are heard.*

7. Adjourn: *Cuneo, at closing, briefed board members on the upcoming meeting of the Pacific Grove City Council.*

**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

Marietta Bain-Fandangos