

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, August 3rd, 2016, 8:30 a.m. - 10 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:31 a.m.

1. Welcome and introduction: *Tom McMahon welcomed visitors to the meeting.*
2. Approval of BID Agenda: *BID members unanimously approved the agenda.*
3. Public Comments: *Local business owner Mark Stevens told BID members he is interested in Pacific Grove hosting a jazz festival in the coming year, with a tentative date for July 15-16th. Questions were also asked about the business director and whether the Business Improvement District had any involvement in it. Moe Amar explained the Chamber of Commerce funded the sign and not the BID.*
4. Approval of minutes of July, 2016 meeting: *BID members unanimously approved the July minutes.*

5. New Business

Discuss investment plan to promote downtown accessibility. In 2016 the BID approved the allocation of \$6,000 from the marketing line item towards promoting downtown accessibility during the roundabout project: *BID members decided to delay discussion until the September meeting.*

Review First Friday funding by the BID: *Adrienne Jonson spoke to BID members about the popularity of the First Friday event in Pacific Grove and said she is hoping to boost advertising by around \$200 a month to promote the event. McMahon said he thought the BID should support the event due to the benefit it brings to some of the businesses in the area. BID members voted to approve \$2,000 to support the event. BID member Tony Gamecho asked the barriers at the edge of the First Friday boundary be moved.*

Discuss Soberanes fire and donations from BID members: *BID members were told an event would be held Sunday, August 14th, from 10-4 p.m. for victims of the fire. Amar said 12 entertainers would be on hand, with proceeds from the event going to the Central Coast Property Owners Association.*

Report on upcoming events:

1. Little Car Show: *Amar reported that 90 cars have already signed up for the event.*
2. Concours Auto Rally: *BID member Matthew Bosworth said Rotary has taken over management of this event this year and said it is currently ahead of schedule for registrants. Staging is still being worked out, but he said city parking lots are being considered for use. BID members talked about possible issues that could result from staging in parking lots rather than on street*

parking. Gamecho said he didn't believe side streets should be closed for the event. Amar mentioned that, while some businesses suffer from events of this kind, others do well.

3. *Carmel International Film Festival: BID members were told 70 percent of the festival will be held this year in Pacific Grove. Amar also told BID members that, for the first time, an alcohol permit will be allowed at Lovers Point for the event.*

6. Old Business

- Update on the following items:
 - A. *Holman project: Amar told BID members there are currently 330 people signed up for the 26 units that will be available at the Holman building.*
 - B. *Project Bella: Amar told BID members the project is currently in the Environmental Impact Report (EIR) process.*
 - C. *Miller's Project on Grand Avenue: Amar told BID members of plans for a 1,300 square foot pub.*
 - D. *Coastal Access Project: Amar briefed BID members on efforts to get foot traffic into downtown Pacific Grove from the recreation trail. City officials will discuss the project with the traffic commission, he said.*

7. Adjourn: *McMahon adjourned the meeting at 10 a.m. BID member Ron Schenk asked that city barriers be put on the agenda for the next meeting.*

Attendees:

Moe Amar - PG Chamber

Tom McMahon – Monterey Bay Laundry

Tony Campbell-Cottage Veterinary Care

Ron Schenk – St. Vincent DePaul

Patrick Whitehurst-PG Museum

Tony Gamecho – Grand Ave Flooring and Interiors

Matt Bosworth-Rabobank