

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, September 7th, 2016, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:35 a.m.

1. Welcome and introduction: *Tom McMahon opened the meeting.*
2. Approval of BID Agenda: *BID members approved the agenda unanimously.*
3. Public Comments: *McMahon mentioned a letter he wrote to the Governor of California and told BID members he recently met with a representative of the Governor and discussed resources that are available to small businesses. McMahon said he's felt business owners are disheartened by laws and legislation and need more help. He added he is interested in pursuing a business owners bill of rights and suggested small business owners voice their concerns to legislators.*
4. Approval of minutes of August, 2016 meeting: *Ron Schenk made a motion to approve the minutes. BID members unanimously approved the August minutes.*
5. Old Business
 - Receive roundabout marketing plan by Steve Thomas: *Thomas provided an update to BID members on the roundabout marketing and explained the plan would cost approximately \$18,000, with a portion of the funds provided by the City and other organizations.*
6. New Business
 - Note, Town Hall Meeting On Small Business, on Wednesday, September 28th, from 8:00 am until 9:00 am at the Pacific Grove Museum of Natural History. Featured speaker will be Assemblyman Mark Stone. *McMahon said he reached out to Stone and hopes attendees will stick to focused questions during Stone's visit.*
 - Discuss income of BID 2015-2016 and potential review of assessments. Income dropped from \$25,000 to \$17,000. *Moe Ammar told BID members a number of businesses didn't send in their BID fee, which led to a drop in income. He said the item is expected to return to the BID agenda, however, as the City looks into ways to collect from those businesses.*
 - Discuss donation of red carpet by BID Advisory Board Member Tony Gamecho to the Carmel Film Festival events at Lighthouse Cinema from October 19th - 22nd: *BID members thanked Tony for his donation of red carpet for the upcoming Carmel Film Festival.*
 - FYI Downtown fall decoration will be installed mid-September. Steve Thomas to report on progress: *Thomas provided a brief update to BID*

members. He said pumpkins and hay bales would be delivered Monday, providing six weeks' worth of decorations for fall. BID members Tony Gamecho asked if any decorations would be located along side streets. Additional directions could be ordered, Thomas said.

- *Discuss Halloween Celebration: Thomas told BID members that funding for the anticipated event would be the same as the year before. He added that a lot of people are excited for the event.*
- *Discuss traffic and safety issues on Lighthouse Avenue: BID members discussed traffic concerns on Lighthouse Avenue, including the possibility of a stop sign at Forest Avenue on Lighthouse. Ammar said the idea frequently comes up. Former City councilmember Alan Cohen, who was in attendance for the meeting, said parking and traffic backups were cited as reasons for there being no stop signs installed in the past. BID member Tony Campbell called speed an issue in the area and said it needs to be addressed. The discussion led to a heated exchange in which Campbell was asked to leave the meeting. Schenk, meanwhile, said he worried about pedestrian safety as they crossed the crosswalk at that intersection. Traffic bumps, extra painting, and a speed table were discussed as possible options. City staff also suggested lowering the speed limit in the area to 14.5 MPH, stating that it would be a "memorable" number to drivers and could therefore lead to a reduction in speed. McMahon said he would attend the next meeting of the traffic commission. BID member Marietta Bain, meanwhile, said she saw horses used to block street access were aggravating due to the fact it makes people think the streets are closed. She asked that something different be done. McMahon suggested putting signs on the saw horses that indicated the streets were still open. He told Bain he would send a picture of the sign to her.*

7. Adjourn: McMahon adjourned the meeting at 9:50 a.m.

Attendees:

Moe Ammar - PG Chamber

Steve Thomas-Sprout Boutique

Ron Schenk – St. Vincent DePaul

Tony Gamecho – Grand Ave Flooring and Interiors

Marietta Bain – Fandango Restaurant

Tom McMahon – Monterey Bay Laundry

Tony Campbell-Cottage Veterinary Care

Patrick Whitehurst-PG Museum

Matt Bosworth-Rabobank