

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, May 3rd, 2017, 8:30 a.m. – 9:46 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:33 a.m.

1. Welcome: *Tom McMahon opened the meeting. BID members introduced themselves.*
2. Approval of BID Agenda: *BID members approved the agenda unanimously.*
3. Public Comments: *Susan Pryce with the Monterey Herald spoke to BID members about involvement in a special section celebrating the history of Pacific Grove. Pryce has been actively seeking stories and historic photos from business owners, as well as soliciting advertisements for the special section. BID members unanimously approved \$1,000 for an ad and for design. Patricia Hamilton, publisher for Park Place Publications, talked to BID members about her upcoming “Life in Pacific Grove” and asked for contributions from the public for the large book. Steve Thomas mentioned Short Term Rentals (STR) and inquired about whether the BID would take a stand on the subject, whether for or against. The BID opted not to take an official stance on STRs.*
4. Approval of minutes of April 2017 meeting: *BID members unanimously approved the April minutes.*
5. New Business
 - Discuss and approve supporting the car auction planned August 17th at Pacific Grove Golf Links: *McMahon asked that this New Business item be moved up due to a prior commitment for speaker John Cruz. Cruz briefed BID members on the upcoming event and called it a 60-70 car “boutique” with an attendance of approximately 400 to 500 people expected over a 3.5-hour period. BID members asked about parking and marketing opportunities that could bring people in the downtown area. Moe Ammar said the city could see revenue come in the form of taxes and fees paid to host the event. BID members unanimously approved support, which will be conveyed to the Pacific Grove City Council.*
6. Old Business
 - Discuss refurbishing or removing newspaper rack downtown: *BID members rescheduled this agenda item for discussion at a later meeting.*
 - Receive an update on the Feast of Lanterns July 25th through July 30th: *Ammar informed BID members that plans continue to move forward and*

said organizers are looking to purchase more lanterns this year. He also said he hopes last year's volunteer will volunteer again this year. McMahon mentioned planters approved by BID members may be in place before the event.

7. New Business

- Report on gull abatement downtown: *City staff briefed BID members on the gull abatement program and said the falconer continues to walk the streets and will be monitoring the area for another month. City crews have been removing nests and a reduction in gulls is expected next year.*
- Report on U.S. Open 2019 and Good Morning Pacific Grove on May 10th from 8:30 a.m. to 9:30 a.m. at the Pacific Grove Museum of Natural History: *Ammar told BID members' homes are already being rented in advance of the 2019 event. He added he has emailed council members seeking interest in one-week rental conditions.*

8. Adjourn: *McMahon adjourned the meeting at 9:46 a.m.*

Attendees:

Moe Ammar - PG Chamber

Tom McMahon – Monterey Bay Laundry

Ron Schenk – St. Vincent DePaul

Patrick Whitehurst-PG Museum

Tony Gamecho – Grand Ave Flooring and Interiors Marietta Bain – Fandango Restaurant

Hector Chavez-Winning Wheels Matt

Matt Bosworth-Rabobank

Kim Poulin – Pacific Grove Plaza