



MEETING MINUTES

City of Pacific Grove
Economic Development Commission
Minutes
Thursday, October 13, 2016, 4:00 p.m.
City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order/Roll Call

Chair Atchison called the meeting to order at 4:00 p.m. Present: Chair Atchison, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Bain, Nelson, and Ammar. City Council Liaison, Mayor Bill Kampe and Council Member, Bill Peake Staff Liaison, Mark Brodeur
Absent: Vice Chair Davis

2) Approval of Agenda

Action: Chair Atchison requested that agenda item 6a CALED LEAP Report be removed. Upon motion by Chair Atchison and seconded by Secretary Matthews the approval of the amended Agenda was passed unanimously.

3) Commissioner and Council Liaison Announcements

- Chair Atchison announced that the Cash Mob held a fun event starting at Jeninni Kitchen + Wine Bar and followed at Clothing Optional On October 7, 2016. She also shared with the commission that the founder of First Friday informed her that Cash Mobs are hurting the feelings of some long term First Friday participants, and resulting in less participants. The status of future Cash Mobs is undetermined at this time.
- Term expiration for the following Commissioners; Atchison, Davis, Matthews, Bain, and Stillwell is January 2017. If you want to be re-appointed please complete the application by December 30, 2016.
- Chair Atchison announced that her contact with the co-working company has changed their focus and business plan and will not be moving to Pacific Grove. The Arts Council for Monterey County has leased approximately 8K square feet at the American Tin Cannery and will offer temporary, affordable artist studios on a month to month basis.
- The space at 215 Forest is available for lease. Central Coast Silkscreen and Embroidery is currently in this location and they own the building. They are looking for ideas on what type of business might fit best there.

4) Public Comments - Sally Moore shared a Chamber of Commerce brochure from Exeter CA. The City of Exeter is known for their beautiful murals. National recognition was given to Exeter in 2000 as "One of America's Prettiest Painted Places," Professional artists have painted huge murals depicting the history and culture of the area on exterior walls throughout the downtown area. There are currently 32 murals in this outdoor art gallery.

5) Approval of Minutes

Action: Motion made by Commissioner Ammar and seconded by Commissioner Nelson to approve the September 8, 2016, minutes. Motion approved unanimously.

6) New Business

- a) Small Business Saturday: Discuss marketing opportunities and take action if necessary. Reference Jacquie Atchison. Commissioners suggested several marketing ideas to promote Pacific Grove during small business Saturday, November 26, 2016. Last year's marketing was geared to locals, who did not turn out. While it was a successful day for many businesses, it was mostly visitors and tourists who shopped in Pacific Grove on that day. Chair Atchison will look at advertising "to shop in Pacific Grove" focusing on the San Francisco Bay Area, Sacramento and the Central Valley.
- b) Property at 212 Fountain: Discuss potential uses and take action if necessary. Reference: Moe Ammar
Commissioner Ammar stated the property owner wants to lease all three buildings. It is a historic site and EIR clean-up is not required according to Commissioner Ammar. The Commissioners suggested a variety of ideas for the location. Commissioner Ammar will discuss further with the property owner.
- c) Migrating Monarch Mural Project (Attachment B) Discuss and take action if necessary. Reference: Jacquie Atchison. Chair Atchison explained the idea of the mural for Pacific Grove and the timeframe. It will be one mural, at least 12x12 on a wall or building in the downtown area. The artist will be teaching at CSUMB in April 2017 and can hopefully start the project at that time. Disney and the Nature Conservancy are sponsors, but more fundraising will be necessary. Community involvement will also be encouraged. **Motion** made by Commissioner Ammar and seconded by Commission Cohen to have Chair Atchison contact the artist and discuss options for public and private space before deciding whether to refer the project to BNRC. The Commission voted 6-2 with Commissioners Matthews and Stillwell dissenting.
- d) Housing in Downtown. (Attachment C) Discuss and take action if necessary. Reference: Mark Brodeur
EDC Director Mark Brodeur discussed the zoning code modification and asked for EDC's support as he moves forward with the project. **Motion** made by Commission Cohen and seconded by Commissioner Bain to remove the 75% lot coverage requirement for a 40 foot high building and the lot coverage of 90% in the downtown area. The Commission voted 7-1 with Commissioner Matthews dissenting to support the modification of the zoning code.

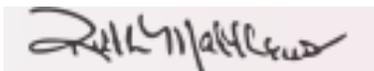
7) Reports

- a) Economic Development Director's Report: Mark Brodeur - **No Report**

ADJOURNMENT

Meeting adjourned at 5:01 p.m.

Respectfully submitted,



Ruth Matthews, Secretary