



## MEETING MINUTES- Draft

**City of Pacific Grove  
Economic Development Commission  
Minutes - Draft  
Thursday, January 14, 2016, 3:00 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 3:04 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Donohoe, Addeman, Krokower, Bain, and Ammar. City Council Liaison, Mayor Bill Kampe  
Staff Liaison, Mark Brodeur and Jocelyn Francis, Acting City Manager

### 2) Approval of Agenda

Request made to change New Business duplicate 7a) to 7c), add year 2016 to header, and change item 1 to 8 Reports. **Action:** Motion made by Commissioner Matthews and seconded by Commissioner Stillwell, the Commission voted 10-0 to approve the Agenda as amended.

### 3) Commissioner and Council Liaison Announcements

Chair Atchison announced that on Friday, January 15th, Monterey County Board of Supervisor Chair Jane Parker will be speaking at the Monterey County Business Council's monthly member luncheon. The City is a MCBC member so everyone is invited.

Vice Chair Davis had concerns regarding the Central Avenue traffic Calming and Landscaping project. The project timeline is January 8th to February 16th, the asphalt will be cut to create the raised center medians and bulb out. Currently the signage is a problem; parking/no parking/limited parking. Vice Chair Davis has spoken with Daniel Gho and hopes the problem will be resolved shortly.

Commissioner Ammar shared an article from the Carmel Pine Cone dated January 1, 2016, that highlighted Hayward Lumber and the Hayward family. Commissioner Ammar stated that Hayward Lumber is the largest sales tax producer for the City.

### 4) Public Comments

**a) Oral Communications:** Public comment was received from Andy Kubica regarding the property across from the Beach House called @Lover's Point. What is the status? Mark Brodeur stated that they have all permits except for the final building permits. Public comment was also received from Ronald L. Meer; President & CEO of Domaine Hotels and Resorts. Mr. Meer wanted to thank all the volunteers that collected signatures for Project Bella. Of the 1,326 signatures collected, 1,108 were deemed valid. He encouraged the Commissioners to attend the City Council meeting on January 20th to support the agenda item of a special municipal election for April 19, 2016, which will change the zoning code.

### 5) Approval of Minutes

**Action:** Motion made by Commissioner Ammar and seconded by Commissioner Donohoe to approve the December 10, 2015 minutes. The Commission voted 10-0 to approve the minutes.

## 6) Unfinished/Ongoing Business

### a) EDC Strategic Plan

i) Business Attraction/Retention - Chair Atchison stated the Business Walk scheduled for January 22nd will be rescheduled sometime in February or March when the weather is better.

ii) AT&T Pro Am - Commissioner Ammar indicated that the word "National" has been dropped from the name of the tournament and that the Chamber is working with CourseCo on a promo during the AT&T Pro-Am. Commissioner Atchison requested that all advertisement paid for by the Commission/City be recognized with proper terminology ("funded in part with a grant from the City of Pacific Grove's Economic Development Commission.")

## 7) New Business

a) **Coastal Access Project Update:** Commissioner Cohen gave an update on the project. Currently the group is still in the design phase and they are looking for the best launching point from Oceanview Blvd to Lighthouse. They also received a \$25M grant from the Monterey Peninsula Park District.

b) **Discuss the idea of prohibiting professional services on the ground level main street Lighthouse Ave:** Mark Brodeur presented the concept and reasons for a possible change in the downtown area. The Commissioners discussed the impact of the change and if the downtown area is robust enough to change. Overall the Commissioners thought we needed more information and suggested that Mark meet with the major commercial property owners and include Commissioner Stillwell and Commissioner Bain in the meeting.

c) **Discuss and approve a recommendation to City Council to waive permit & encroachment fees in 2016 related to upgrading, or any improvement to the exterior of commercial properties in the downtown historic district:** Commissioner Ammar discussed how expensive it is to have a building painted, plus ARB review and who/whom pays for what. **ACTION:** Motion made by Commissioner Ammar and seconded by Commissioner Addeman to **Recommend to City Council; A two year pilot program to waive permit and encroachment fees relating to exterior painting of commercial properties in the CD Zone, subject to Staff approval, OTC.** Motion approved 10-0.

## 8) Reports

a) Economic Development Director's report - Mark Brodeur gave an update on the Lighthouse area streetscape improvements. Mark spoke with Daniel Gho about paying for the project. It was suggestion that a small amount of money be to set aside each year for at least four years and have the project fully funded before moving forward. The sheds project is still viable and needs historic review, perhaps combine with an update of the Fountain Mall.

## Adjournment

Meeting adjourned at 4:40 p.m.

Respectfully submitted

Ruth Matthews, Secretary