



## MEETING MINUTES- Draft

**City of Pacific Grove  
Economic Development Commission  
Minutes - Draft  
Thursday, February 11, 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 3:01 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Nelson, Addeman, Bain, and Cohen (arrived at 3:30 p.m.)  
City Council Liaison, Mayor Bill Kampe  
Council Attendee, Bill Peake  
Staff Liaison, Mark Brodeur  
Absent: Commissioners Krokower and Ammar

### 2) Approval of Agenda

**Action:** Upon motion by Commissioner Davis and seconded by Commissioner Bain, the approval of the Agenda was passed unanimously.

### 3) Commissioner and Council Liaison Announcements

Mayor Kampe discussed the upcoming ballot measure related to the change in zoning at the ATC. Mayor Kampe requested comments or questions for the State of the City talk be emailed to him. The event is February 23rd, at 6:00 p.m. at the Community Center.

Chair Atchison announced an event sponsored by Monterey County Business Council (MCBC) on February 12th at Bayonet, featuring speakers from the Monterey Regional Park District and Transportation Agency of Monterey County. MCBC also sponsored an event on February 6th honoring Sam Farr, with eight local businesses receiving economic vitality awards, including Cannery Row Company which Chair Atchison and Commissioner Addeman attended. MCBC will also be holding a "Celebration of Small Business" on May 6th 4-6pm at Embassy Suites, Seaside with Congressman Sam Farr recognizing local small businesses.

The Monterey Bay Economic Partnership (MBEP) 2nd annual Regional Economic Summit is scheduled for April 26th from 9 a.m. to 4:30 p.m. at the Hyatt Regency, tickets are available on-line.

Commissioner Davis indicated that the calming and landscaping project on Central Ave. is really hurting the businesses and was not completed before the AT&T Pebble Beach Pro-Am.

### 4) Public Comments

None

### 5) Approval of Minutes

**Action:** Motion made by Commissioner Addeman and seconded by Commissioner Stillwell to approve the January 14, 2016, minutes. Motion approved unanimously.

### 6) Nomination and Election of Economic Development Commission

**Action:** Commissioner Davis nominated Commissioner Atchison to the Chair position, seconded by Commissioner Addeman, passed unanimously.

Chair Atchison nominated Commissioner Davis to the Vice Chair position, seconded by Commissioner Matthews, passed unanimously.

Vice Chair Davis nominated Commissioner Matthews to the Secretary position, seconded by Chair Atchison, passed unanimously.

### 7) Unfinished/Ongoing Business

a) EDC Strategic Plan

i) **Business Attraction/Retention** - Chair Atchison reported on the Start-Up Challenge at CSUMB, scheduled for April 1st (qualifying round) and May 6th (challenge finals). Chair Atchison is not sure at this time if we will have a sponsor

table on May 6th in the challenge area. The Business Walk is scheduled for March 18th, from 10 a.m. to 1 p.m. Chair Atchison indicated there is a need for at least 25 volunteers and ATC will be included in the Business Walk. Chair Atchison is working with the regional manager of Panera Bread and the commercial broker of the McDonald's location to persuade Panera to open a location at the McDonald's site. The company is looking for a drive-thru location but still considering Pacific Grove.

ii) **Co-Working Space** - Chair Atchison has met several times with a co-working company, and recently arranged a meeting with them and the Holman Building developers, who agreed to lease the former Kelly Moore location to them upon completion of the construction. The co-working company is considering whether to open the space at the ATC soon, and then move to the Holman, when ready. A new survey will be updated and released within the next couple of weeks to drive more interest in this project.

## **8) New Business**

a) Discuss and approve the endorsement of change in zoning at the ATC from commercial to hotel site in order to allow the development of Project Bella. Estimated revenue to the City is \$4 million per year. Michael Crall discussed Project Bella and the upcoming ballot measure on April 19th. They would like the endorsement of the EDC for the zoning change. The Commissioners discussed the pros and cons of the endorsement. **Action:** Motion made by Commissioner Cohen and seconded by Commissioner Stillwell to endorse the change in zoning at the ATC site from commercial to zoning designation C-V-ATC. The Commission voted 7-1 with Commissioner Matthews dissenting.

b) Receive and Review Mid-Year Report on EDC Activities (see attachment). Chair Atchison reviewed the mid-year report with the Commissioners. We discussed how to disburse the information to the City Council either email directly or attached to the minutes. The report will be posted on the City's website and forwarded to the City Council.

c) Discuss process of developing 2016-2017 EDC Strategic Plan. Chair Atchison reported that Monterey County's Economic Development Director David Spaur has offered assistance (along with a CALED program) to help the EDC develop a strategic economic development plan for Pacific Grove. A discussion was held on whether we want to focus on tasks or have a long term plan? Should we review ordinance changes that could increase revenue? Chair Atchison requested we bring ideas to the March meeting.

## **9) Reports**

a) Economic Development Director's report - Mark Brodeur reported on the following changes in our City: Building at 207 16th is for sale and potential buyer would like to have first floor office space and condos or apartments on the other floors. The Sheds project is moving forward for a Squash facility. Possible rehab project for the Fountain Mall in the near future. ARB requested changes to the plans for the Grand Central Station building, and revised plans are expected within the next 30 days.

Mark has nominated Oceanview Blvd for "Great Places in America", which is sponsored by the APA - American Planning Association. [www.planning.org/greatplaces](http://www.planning.org/greatplaces).

Mark indicated he is postponing the EDC's two action items from the last meeting; (1) waive permit & encroachment fees in 2016 and (2) meet with the major property owners until after July 1st, as he has time constraints due to current planning projects.

Mark reported that the Planning Commission will meet on March 3rd to further discuss STVR.

## **ADJOURNMENT**

Meeting adjourned at 4:29 p.m.

Respectfully submitted

Ruth Matthews, Secretary