MEETING MINUTES

City of Pacific Grove
Economic Development Commission
Minutes
Thursday, March 10, 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 3:00 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Nelson, Bain, Krokower, and Ammar.
City Council Liaison, Mayor Bill Kampe
Council Attendee, Bill Peake
Absent: Commissioner Addeman and Staff Liaison, Mark Brodeur

2) Approval of Agenda

Action: Upon motion by Commissioner Cohen and seconded by Commissioner Nelson, the approval of the Agenda was passed unanimously.

3) Commissioner and Council Liaison Announcements

Chair Atchison reminded the Commissioner of the upcoming Ethics Training for all Board/Commission/Staff members. The next workshop will be held March 22, 2016 from 9:30 a.m. to 11:30 a.m. If you are interested in attending, please RSVP to Sandra Kandall, cityclerk@cityofpacificgrove.org. If you cannot attend, please be advised that the FPPC AB1234 training course is available online by visiting http://ag.ca.gov/ethics/course.

Form 700 is due Friday, April 1, 2016. All Commissioners are required to complete and submit with the appropriate Schedules to the City Clerk's Office. The form may be completed on your computer, but cannot be electronically filed as Form 700 must be submitted with an original signature. You can access the 2015-2016 Form 700 on the Fair Political Practices Commission's (FPPC) website at www.fppc.ca.gov

The Monterey County Business Council (MCBC) next member luncheon is Friday, March 11th at Bayonet & Black Horse Grill, 11:45 a.m. - 1:30 p.m. The featured speakers are; CCBC Executive Committee members Joel Staker, information services manager for the City of Carmel-by-the-Sea, and Steve Blum, president of Tellus Venture Associates, a management and business development consultancy specializing in developing new community broadband systems, and serving the digital media and telecommunications industries.

Councilmen Peake encouraged the Commissioners to attend the March 24th Council Meeting. The one agenda item will be STVR's.

Commissioner Ammar requested that any comments or questions we may have or hear regarding Project Bella or Measure X be referred to him either by phone or email.

4) Public Comments

a) Oral Communications: Public comment was received from Sally Moore regarding the chairs at Pavel's outside seating are encroaching on the sidewalk. Sally Moore also suggested that the recording of our meetings be posted on the EDC website (Audio)

5) Approval of Minutes

Action: Motion made by Vice Chair Davis and seconded by Commissioner Cohen to approve the February 11, 2016, minutes. Motion approved unanimously.

6) Unfinished/Ongoing Business

a) EDC Strategic Plan: Receive reports and take action, if necessary, from Project Groups:

i. **Business Attraction/Retention** - The Business Walk is scheduled for March 18th, from 9:45 a.m. to Noon. There will be an informal wrap-up and a lite lunch served after the Walk. The on-line McDonald's survey had 80 responses and 90% favored Panera Bread. Chair Atchison suggested EDC sponsor a table for 8 to 10 people at the 2nd Annual Regional Economic Summit being held on April 26, 2016 at the Hyatt Regency. This all-day event, sponsored by MBEP, will highlight exciting and innovative collaborative efforts that are transforming the Monterey Bay Region. At this time, only two of the Commissioners could commit to the event.

ii) **Co-Working Space** - Chair Atchison spoke with the co-working company and they have decided to not move into the ATC until the other space is available. Currently there are over 200 people on a list who are interested in the co-working space.

iii) **AT&T Pro Am Promotional Marketing** - Commissioner Ammar stated there were several ads in the San Jose Mercury for the Pacific Grove shuttle bus. Ridership for the bus was down 5% this year due to UBER drivers. Cannery Row experienced a 20% drop in ridership for the same reason.

7) New Business

a) Meeting Hours: Discuss and vote on moving the hours of the meeting to a later time to better serve employed commissioners and the public who wish to attend. Reference: Chair Atchison

The Commissioners discussed if we need to have a time limit or evening meetings. **Motion made** by Commissioner Krokower and seconded by Commissioner Ammar to change the EDC meeting time to 4:00 p.m. effective April 14, 2016. Motion passed unanimously.

b) Monterey County's Celebration of Small Businesses: Discuss, select and approve the nomination of three (3) Pacific Grove small businesses (Attachment B) Reference: Vice Chair Davis

Vice Chair Davis referenced the letter we received from MCBC regarding National Small Business Week, May 1-7, 2016 and the $500 sponsorship fee. The event is Friday, May 6, 2016 from 3:00 to 5:30 p.m. at Embassy Suites. The Commissioners discussed the importance of recognizing the contributions of small business owners and honor their determination and entrepreneurial spirit. **Motion made** by Vice Chair Davis and seconded by Commissioner Ammar to have the Business Attraction/Retention committee select three of the nominees for submission. Motion passed unanimously.

c) CALED LEAP Program: Review, discuss and take action, if necessary on whether to approve moving forward with the program. Reference: Chair Atchison

The cost of the program is approximately $5,600, with a grant of $2,500 available from Wells Fargo. Commissioner Cohen stated that we already know what needs to be done so why reinvent the wheel. If we move forward we need buy-in from staff and a commitment from all the Commissioners. The last economic development plan was published in 2007. We all agreed that the CALED workshop would be very helpful but do we have the time and resources to implement changes. Chair Atchison will follow up with city staff and bring back this item to the April 14th meeting.

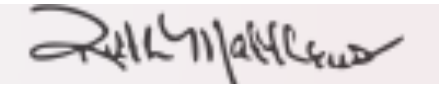
d) 2016-2017 Budget Request & EDC Work Plan: Discuss budget and ideas for development. Reference: Chair Atchison

The Commissioners discussed the list of ideas to follow up at April's meeting. We added several new tasks to the plan but thought more information from staff would be helpful. We also need to know the long range goals for Pacific Grove.

ADJOURNMENT

Meeting adjourned at 4:34 p.m.

Respectfully submitted,



Ruth Matthews, Secretary