



**City of Pacific Grove
Economic Development Commission
Minutes
Thursday, April 14, 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, Nelson, Addeman, Krokower, and Ammar.
Staff Liaison, Mark Brodeur

Absent: Vice Chair Davis, Commissioner Bain and City Council Liaison, Mayor Bill Kampe

2) Approval of Agenda

Request made to change New Business item 7(a) to 7(b) **Action:** Upon Motion by Commissioner Krokower and seconded by Commissioner Stillwell, the approval of the Agenda was passed unanimously as amended.

3) Commissioner and Council Liaison Announcements

Commissioner Ammar announced that Mayor Bill Kampe is unable to attend today's meeting due to a scheduling conflict.

4) Public Comments

a) Oral Communications: Public comment was received from Michael Crall (Project Bella) regarding Measure X and the events for April 19th. Volunteers are walking the City to get out the vote and also rides will be available to polling places on Tuesday. Mr. Crall thanked the EDC for supporting Measure X.

5) Approval of Minutes

Action: Motion made by Commissioner Ammar and seconded by Commissioner Stillwell to approve the March 10, 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 report will be published on the EDC website in the next few weeks. The report includes over 100 businesses that received a personal visit and 17 businesses that participated in the on-line survey. Monterey County Business Council's annual "**Celebration of Small Businesses in Monterey County**" event is May 6th, from 3 - 5:30 p.m. at the Embassy Suites in Seaside. More than two dozen businesses have been nominated for the "Small Business of the Year" award. EDC nominated three Pacific Grove businesses; Dority Roofing & Solar, Winning Wheels, and Butterfly by the Sea.
- ii. Co-Working Space - Chair Atchison spoke with the co-working company and they are in discussions with the owner of the building at 215 Forest Ave. They have requested a move in date by end of year.

b) CALED LEAP Program: Review, discuss and take action, if necessary on whether to approve moving forward with this program. (Attachment B) Reference: Jacquie Atchison. Chair Atchison met with Interim City Manager Ben Harvey and Economic Development Director Mark Brodeur and they support the program and recommend EDC move forward. **Action:** Motion made by Commissioner Ammar and seconded by Commissioner Cohen to approve contracting with CALED to prepare an economic development strategic plan, and have the EDC dedicate our next meeting to decide on the priorities of the planning session, i.e.; business mix in downtown, amending ordinances, branding, Motion passed unanimously. Chair Atchison requested that Commissioners email her their Ideas before the next meeting.

c) **2016-2017 Budget Request & EDC Work Plan: Discuss budget and ideas for development (Attachment C) Reference: Mark Brodeur and Jacquie Atchison** EDD Mark Brodeur requested a budget of \$31,000 for the EDC for 2016/2017. The Commissioners reviewed the list of Work Plan ideas and eliminated a few. Chair Atchison will update list and the Annual Strategic Work Plan and Budget 2016-17 will be finalized at our next meeting.

7) New Business

- a) **Carmel International Film Festival Request:** Discuss a request to have a Gala at Lovers Point Beach, and take action, if necessary. Reference: Moe Ammar. The Film Festival is a five day event and Carmel International Film Festival would like to use the beach at Lover's Point on October 22nd from 6-10:00 p.m. for an invitation only party for approximately 300 guests. Commissioner Ammar is requesting that EDC support this event at a City Council meeting. **Action:** Motion made by Commissioner Cohen and seconded by Commission Stillwell to support the concept of the gala at a City Council meeting, motion passed unanimously.
- b) **Pacific Grove Signs:** Discuss and take action, if necessary. Reference: Richard Stillwell. Commissioner Stillwell questioned why the butterflies are no longer on Pacific Grove signs. Chair Atchison and Commissioner Stillwell will meet with Interim City Manager Ben Harvey to discuss possible agenda item for City Council.

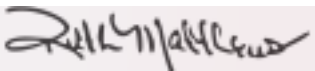
8) Reports

- a) **Economic Development Director's report** - Mark Brodeur reported on the STVR ordinance that was passed by City Council. There are now three types of STVRs and the information can be found on the City's website. Mark also reported that the Sheds project is no longer viable.
- b) **Financial Analysis on Project Bella** (Attachment D): - Mark Brodeur discussed the impact of the analysis on projects in Pacific Grove and the Project Bella timeline after the April 19th election

ADJOURNMENT

Meeting adjourned at 5:30 p.m.

Respectfully submitted,



Ruth Matthews, Secretary