



Notice of Special Meeting

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, May 19, 2016 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call

2) Approval of Agenda

3) Commissioner and Council Liaison Announcements

4) Public Comments

(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

5) Approval of Minutes

a) April 14, 2016 **(Attachment A)**

6) Reports

a) **Economic Development Director's Report:** Receive report and use information for LEAP Program and Work Plan. Reference: Mark Brodeur

b) **Annual Business Walk Report:** Receive report and use information for LEAP Program and Work Plan. **(Attachment B)** Reference: Jacquie Atchison

7) Unfinished/Ongoing

a) **CALED LEAP Program:** Review, discuss and take action on determine problem statement and scope of program. **(Attachment C)** Reference: Jacquie Atchison

b) **2016-2017 EDC Work Plan:** Review, discuss and take action to approve. **(Attachment D)** Reference: Jacquie Atchison

8) New Business

a) **Parking:** Discuss and take action, if necessary. Reference: Richard Stillwell

Next meeting: June 9, 2016 4:00PM

Adjournment

THIS MEETING IS OPEN TO THE PUBLIC AND ALL INTERESTED PERSONS ARE WELCOME TO ATTEND. THE CITY OF PACIFIC GROVE DOES NOT DISCRIMINATE AGAINST INDIVIDUALS WITH DISABILITIES AND MEETINGS ARE HELD IN ACCESSIBLE FACILITIES.



**City of Pacific Grove
Economic Development Commission
Minutes - Draft
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



The City of Pacific Grove's Economic Development Commission conducted a "Business Walk" on Friday, March 18, 2016. Along with the Commissioners, the group included local business owners, residents and city and chamber officials. These volunteers visited businesses in Pacific Grove's five business districts – Downtown, Foresthill, American Tin Cannery, Sunset Avenue, and Central Avenue to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers visited over 130 businesses in the city and were successful in interviewing 103 of them, and we received 17 responses via online survey.

<u>Visits by Industry</u>	<u>2016 / 2015</u>	
Retail	44%	44%
Food & Beverage	21%	21%
Industrial	8%	7%
Office	5%	4%
Other*	23%	24%

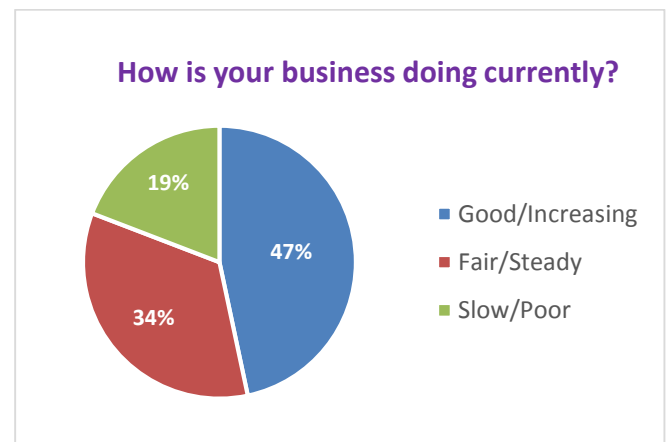
(*dry cleaners, pet grooming, etc)

<u>Visits by Business Districts</u>	<u>2016 / 2015</u>	
Downtown	58%	53%
Foresthill	12%	12%
American Tin Cannery	16%	18%
Sunset Avenue	9%	11%
Central Avenue	5%	6%

The conversations focused on three basic questions: (1) "How is Business?" (2) "What do you like about doing business in Pacific Grove?" and (3) "What can the City do to help you succeed?"

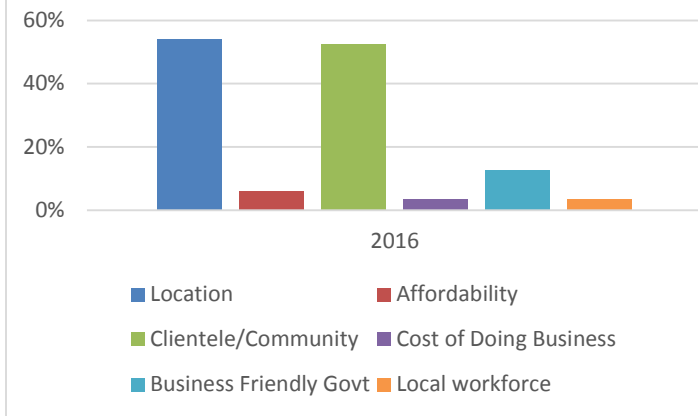
Question 1: How is Business?

When asked how their business was doing currently, forty-seven percent (47%) responded that their business was good/increasing, compared to 54% in 2015. Thirty four percent (34%) of the businesses interviewed stated that their business is fair/steady, but could be better, compared to 31% in 2015. Finally, 19% stated that their business was slow/poor, compared to 15% in 2015. Though many businesses reported increased revenue over the past year, several issues contribute to the current reduction of revenue: American Tin Cannery businesses have noticed significant decrease in sales since the announcement of the possibility of a hotel taking over the site, and Central Ave was under construction during the Business Walk.



<u>How is Business by District:</u>	<u>Downtown</u>	<u>Foresthill</u>	<u>ATC</u>	<u>Sunset</u>	<u>Central</u>
	<u>2016/2015</u>	<u>2016/2015</u>	<u>2016/2015</u>	<u>2016/2015</u>	<u>2016/2015</u>
Good/Increasing	43% / 55%	63% / 56%	29% / 25%	62% / 71%	57% / 67%
Fair/Steady	39% / 36%	38% / 31%	24% / 35%	31% / 15%	14% / 25%
Slow/Poor	18% / 9%	0% / 13%	47% / 40%	8% / 14%	29% / 8%

What do you like about doing business in Pacific Grove?



Question 2: What do you like about doing business in Pacific Grove?

54% of businesses interviewed reported that “Location” was an important factor to having their business in Pacific Grove. Several said they appreciate the free parking and prefer 3 hours in downtown. The next highest reason (53%) for working or owning a business in Pacific Grove, was the clientele and the local community. Many stated that they wish locals/residents would shop more in PG businesses. Pacific Grove also offers low cost of doing business and a business friendly government. Finally, local workforce is a struggle because of the high cost of living in PG compared to low paying jobs.

Question 3: What can the city do to improve business in Pacific Grove?

Many businesses reported that commercial property owners will not maintain their property and only offer month to month leases, leaving business owners cautious in investing in and improving their business with the possibility of losing their space with little notice. Another request was to develop a better mix of tenants in downtown that will not only cater to tourists, but also to locals.

The most common request from all business districts was for more advertising and marketing of all businesses in the city of Pacific Grove to increase foot traffic and visitors. Signage and parking/traffic are also areas that need improvement in Pacific Grove. And a night life would be a great draw for more customers, especially a younger crowd.

Additional comments:

- Shopowners should take pride in the windows and improve their displays, leave night lights on, stay open later, especially on First Friday.
- Property owners need to update and maintain their buildings.
- Central Ave businesses would like to be included in more events.
- Forest Hill businesses would like improvements to 68/Forest Avenue to be more pedestrian friendly.
- ATC Merchants would like to move their businesses to another district in the city.
- Co-op advertising and marketing with other similar businesses or district.
- Beautify the city, more flowers along sidewalks, wider sidewalks and more lighting.
- Need public restrooms in downtown.



**LEAP – LOCAL ECONOMIC ADVISORY PROJECT
CITY OF PACIFIC GROVE, CA
Spring 2016**

DRAFT STATEMENT OF THE PROBLEM

Pacific Grove is a small built-out Monterey Peninsula city with a population of about 15,000¹. Since Pacific Grove is adjacent to Monterey, Cannery Row, Carmel and 17-Mile Drive, it enjoys significant tourism revenue. The City's finances are therefore heavily dependent on retail and TOT tax. In addition, because of proximity to larger more upscale tourist destinations, it is increasingly difficult for less well-known Pacific Grove to sustain quality shopping and lodging opportunities. Lighthouse Avenue and the downtown may have too many antique stores and not enough grocery, variety stores, restaurants and bars. The City's population is aging and affluent.

Nevertheless, city officials and members of the Economic Development Commission are optimistic about Pacific Grove's future. They conduct business walks and other business support activities, and actively seek downtown and retail development to better meet the needs of local residents and visitors. However, more revitalization and strategizing are needed.

This project is intended to provide City officials and Economic Development Commission members a better understanding of the area's economic future. Specific information being sought includes:

1. A better understanding of the city's economic development potential within the context of today's economy and growth, competing communities, retail and downtown revitalization trends, and other factors.
2. A profile of the typical shopper in Pacific Grove and whether the City has the proper business mix to serve those tastes.
3. A suggested prioritized and practical strategy for the City and each of its 5 business districts, which can be implemented over the next 1-2 years.
4. A review of the City's small industrial park and its potential.
5. The Downtown, including identifying retail and revitalization opportunities.

QUESTIONS TO BE ADDRESSED BY PANEL MEMBERS

1. What economic development priorities could and should the city undertake given their limited resources?
2. How does the city's retail and business mix fit in to the region and how well does it serve local residents?

RELATED DOCUMENTS to be provided by the city

¹ https://en.wikipedia.org/wiki/Pacific_Grove,_California

Notes for Annual Strategic Work Plan Development

“To devise economic development and enhancement strategies and programs which bring revenue and visibility for the city, assist the City’s businesses and job seekers in their efforts; and help meet the shopping and service needs of local residents by promoting retail business interests.”

PURPOSE of Economic Development Commission (PGMC 3.04.070)

- (a) Devise and recommend economic development and enhancement strategies and programs to the city manager and council; and
- (b) Assist the City’s businesses and job seekers in their efforts; and
- (c) Help meet the shopping and service needs of local residents by promoting retail business interests; and
- (d) Ensure coordination of efforts by the Pacific Grove Chamber of Commerce, the Pacific Grove Business Improvement District, the Hospitality Improvement District, the Monterey County Convention and Visitors Bureau, and the City; and
- (e) Perform other duties and functions as set out in this chapter or as may be required from time to time by specific direction of the council.

Work Plan – Budget \$31,000 (\$11,000 for CALED Leap and activities based on plan)

1. Business Attraction & Retention: \$7,500
 - Improve infrastructure – cellular, electric charging stations;
 - Annual Business Walk
 - Work with Commercial Property Owners to update their properties, provide long term leases, recruit better tenant mix, work with tenants to stay open later & weekends, Property Assessment District?
 - Work with ATC businesses to find new locations in Pacific Grove
 - “You’ll Find It in Pacific Grove!”
 - Monthly Cash Mobs
 - Promotional Marketing such as Small Business Saturday
 - Highlight small businesses, home-based businesses, expo?
2. Events: \$10,000
 - First Friday sponsorship
 - Develop events for every Friday (2nd, 3rd, 4th) such as Concerts, Movie @ LoversPoint, Food Fest, etc.
 - Develop events for ATC, Forest Hill and Central Ave Business Districts
 - Co-marketing with Big Events – AT&T, Jazz Festival, Concours – including street banners
3. Partnerships, Sponsorships \$2,500
 - Monterey County Business Council
 - Small Business Celebration
 - CALED
 - Misc sponsorships