



MEETING MINUTES

City of Pacific Grove
Economic Development Commission
Minutes
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

Chair Atchison called the meeting to order at 4:00 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Krokower, and Ammar.
City Council Liaison, Mayor Bill Kampe
Staff Liaison, Mark Brodeur
Absent: Commissioners Bain and Nelson

2) Approval of Agenda

Action: Upon Motion by Commissioner Ammar and seconded by Commissioner Krokower, the approval of the Agenda was passed unanimously.

3) Commissioner and Council Liaison Announcements

Chair Atchison, Secretary Matthews, and Mayor Kampe attended the Monterey County Business Council event on May 6, 2016 honoring small businesses in Monterey County. One of the winners was Winning Wheels Bicycle Shop in Pacific Grove. Over one hundred people attended the event and the small business of the year was awarded to Avila Construction Company.

Vice Chair Davis and Chair Atchison attended the 2nd annual Regional Economic Summit on April 26, 2016, sponsored by MBEP. They found the summit informative and shared a few of the ideas with the Commissioners.

Chair Atchison and Commissioner Stillwell met with City Manager Ben Harvey and Economic Development Director Mark Brodeur to discuss why the butterflies are no longer on Pacific Grove signs. City Manager Harvey stated that the butterflies can be added to the existing signs and the City logo will be discussed at the June 15th council meeting.

4) Public Comments - None

5) Approval of Minutes

Action: Motion made by Commissioner Krokower and seconded by Commissioner Addeman to approve the April 14, 2016, minutes. Motion approved unanimously

6) Reports

a) Economic Development Director's Report: Receive report and use information for LEAP Program and Work Plan. Reference: Mark Brodeur. Mark Brodeur highlighted a few of the ongoing projects, updating the Commissioners on the Holman Building, @Lovers Point property, Pacific Grove hotel (Central Ave), and three downtown properties that are changing into mixed use. The Commissioners were also shown plans for the theater parking lot re-use study. Mr. Brodeur discussed the possibility of a "Pacific Grove Tribute Catalog", which would be a collection of public works projects that anyone can purchase.

b) Annual Business Walk Report: Receive report and use information for LEAP Program and Work Plan. Attachment B Reference: Jacquie Atchison Chair Atchison discussed the report with a focus on what has changed since last year and how EDC can become more involved. Outcomes showed that our small businesses need help driving traffic to their businesses, especially locals. Report will be submitted to the City Council with these minutes.

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 The CALED Leap Program was discussed extensively by the Commissioners. **ACTION:** Motion made by Commissioner Krokower and seconded by Commissioner Stillwell to recommend to CALED to focus on three areas:

- Tenant Mix in downtown
- Pros/Cons of a Property Business Improvement District
- Connection to Pacific Grove business districts aka "Common Thread"

Motion passed unanimously. Chair Atchison will coordinate with CALED for possible planning session dates.

Public Comments: Economic Development Consultant Sam Raskin distributed a handout "PGEDC - Economic Development 101" and indicated we need to follow his basic steps outlined in the handout.

b) 2016-2017 EDC Work Plan: Review, discuss and take action to approve (Attachment D). The Commissioners discussed what items should be paid for with EDC funds and what businesses will be involved. **Action:** Motion made by Vice Chair Davis and seconded by Commissioner Stillwell to approve the Strategic Work Plan for 2016-2017, motion passed unanimously.

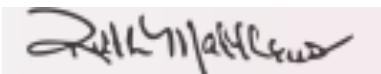
8) New Business

a) Parking: Commissioner Stillwell questioned the data used to keep the three hour parking limit on Laurel. CEED Director Brodeur suggested that the item be brought before the Traffic Commission.

ADJOURNMENT

Meeting adjourned at 5:42 p.m.

Respectfully submitted,



Ruth Matthews, Secretary