



MEETING MINUTES

City of Pacific Grove
Economic Development Commission
Minutes
Thursday, July 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, Vice Chair Davis, Secretary Matthews, Commissioners Stillwell, Cohen, Addeman, Bain (late), Nelson. City Council Liaison, Mayor Bill Kampe
Staff Liaison, Mark Brodeur
Absent: Commissioner Ammar

2) Approval of Agenda:

Action: Secretary Matthews made a motion that item 7b be removed from the agenda because attachment B is not what will be presented to the Council on July 20th, motion seconded by Commissioner Stillwell. The Commissioners voted 2-5, Commissioners Cohen, Nelson, Addeman, Davis, and Chair Atchison dissenting. Motion by Commissioner Nelson and seconded by Commissioner Cohen to approve the agenda, the approval of the Agenda was passed unanimously.

3) Commissioner and Council Liaison Announcements:

Chair Atchison announced that Commissioner Krokower has resigned and will be missed. Mayor Kampe stated that he will be attending the State Water Resources Control Board hearing on July 19th in Sacramento where the CAL AM cease and desist order will be discussed and a possible vote for the five years extension. All are welcome to attend. Mayor Kampe suggested we attend the July 20th Council meeting, agenda items will be the Admissions Tax and the Business License Tax. Chair Atchison announced that the Block Party on July 1st (First Friday) was successful.

4) Public Comments: City Council candidate, Cynthia Garfield introduced herself to the Commissioners and discussed her platform.

5) Approval of Minutes:

Action: Motion made by Commissioner Addeman and seconded by Commissioner Cohen to approve the June 9, 2016 minutes. Motion approved unanimously.

6) Presentation by the Monterey County Convention & Visitor's Bureau: The tourism statistical information for The City of Pacific Grove was presented by April Locke, Marketing Manager and Paul Martin, Controller.

7) Unfinished/Ongoing:

a) First Friday Sponsorship: Review proposal from First Friday for annual sponsorship and take action whether to sponsor. Reference: Adrienne Jonson/Moe Ammar Adrienne Jonson discussed the requested for funds and indicated they are using less print ads and more facebook. The facebook ads are more cost effective but since this is a Chamber event there should be more of a buy-in from BID with a possible matching

program with EDC. Chair Atchison will attend the BID meeting in August and share our suggestions.

b) Proposed Business License Tax Increase: Review proposal to increase the business license tax and take action, if necessary (Attachment B) Reference: Willy Nelson The Commissioners suggested removing the cap, and raising the minimum license fee but we could not agree on a recommendation to send to the City Council before the July 20th meeting. It was suggested that Commissioners attend the July 20th Council meeting and voice their opinions.

c) CALED Strategic Planning Work Sessions: Review "Problem Statement" (provided at meeting) for accuracy and identify stakeholders to invite to work sessions on August 30th and 31st. Reference: Jacquie Atchison Chair Atchison will email the Commissioners the information regarding the sessions and also needs a list of stakeholders to invite.

8) New Business - None

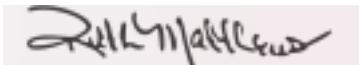
9) Reports

a) Economic Development Director's Report: Mark Brodeur - **No Report**

ADJOURNMENT

Meeting adjourned at 5:45 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ruth Matthews", is displayed on a light pink rectangular background.

Ruth Matthews, Secretary