



Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, August 11, 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) July 14, 2016 (**Attachment A**)

- 6) **Unfinished/Ongoing**

- a) **CALED LEAP Update:** Update on planning sessions, discuss and take action on approval of expenses. *Reference: Jacquie Atchison*
- b) **First Friday Sponsorship:** Approve sponsorship match of the Business Improvement District's funding support of First Friday. *Reference: Jacquie Atchison*

- 7) **New Business**

- a) **Proposal to Support Marketing Efforts during the Highway 68 Construction Period (Attachment B)**
Review, discuss and take action, if necessary. *Reference: Moe Ammar*
- b) **Next EDC Meeting:** Reschedule date or time for September 8th EDC meeting due to Candidates Forum scheduled for September 8th at 5:30pm. *Reference: Ruth Matthews*

- 8) **Reports**

- a) **Economic Development Director's Report:** Mark Brodeur

Next meeting: TBD

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, 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,

Ruth Matthews, Secretary

Background:

To mitigate the effects of public perception on the viability of Downtown Pacific Grove as a shopping and dining destination due to the Highway 68 Roundabout Construction, the Pacific Grove Downtown Business Improvement District (PGDBID) approved an expenditure of 6000.00 for outreach to the region.

Strategy:

This outreach is designed to show that Downtown PG is a great place to shop and dine despite the disruption from construction and remind regional residents of the great things to see and do in Downtown PG. Secondly, this is also a great tool to show the work of the BID.

Key Messaging:

The following key messages/themes will be utilized

- Downtown PG is "Open for Business"
- "Relax and Stay a While"
- Unique Shops/Restaurants
- Interesting Attractions and Historic Places

Earned Media

TBC Communications and Media will manage the following earned media components: (2000.00 cost)

- Press Release Writing and Distribution
- Media Pitching
- Social Media Outreach
- Coordination with other entities including:
 - MCCVB
 - MCHA
 - PG Chamber & HID
 - City of Pacific Grove
 - TAMC
 - Local Businesses

Paid Media

The following Paid Media will be utilized over a 4-week period. This media will be specified upon the setting of the roundabout construction:

Radio:	1500.00
Print:	1250.00
TV:	1000.00
Social Media	250.00

Additional Items:

Additional funds for this program will be requested through the following sources: City of PG EDC, TAMC, Individual Businesses