



Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, September 8, 2016 3:00 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) August 11, 2016 (**Attachment A**)

6) Unfinished/Ongoing

- a) **CALED LEAP Update:** Update on planning sessions. *Reference: Jacquie Atchison, Mark Brodeur*
- b) **Strategic Work Plan (Attachment B):** Discuss projects and assign tasks: *Reference: Jacquie Atchison*
- c) **Proposal to Support Marketing Efforts during the Highway 68 Construction Period (Attachment C):**
Review, discuss and take action, if necessary. *Reference: Moe Ammar*

7) Reports

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

Next meeting: October 10, 2016 4:00pm

Adjournment

NOTE: Please attend the Candidates Forum Sept 8, 2016 5:30pm at the Community Center (515 Junipero)

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, August 11, 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, Nelson, and Ammar.
Staff Liaison, Mark Brodeur
Absent: City Council Liaison, Mayor Bill Kampe

2) Approval of Agenda

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

3) Commissioner and Council Liaison Announcements - Chair Atchison reminded the Commissioners of the Ethics training scheduled for August 23rd from 9:30 a.m. - 11:30 a.m. If you are unsure if training is needed please contact Kerry Lindstrom. Commissioner Ammar announced upcoming events; Community Expo on September 15th from 4:00 p.m. to 7:00 p.m. at Chautauqua Hall and Flavors of Pacific Grove on November 19th from 5:30 p.m. to 8:30 p.m. at Asilomar Conference Grounds.

4) Public Comments - None

5) Approval of Minutes

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

6) Unfinished/Ongoing

a) CALED LEAP Update: Update on planning sessions, discuss and take action on approval of expenses. Reference: Jacquie Atchison

The planning session will start with an early morning breakfast, hosted by Richard Stillwell, on August 30th at Victorian Corner. There are approximately 40 key decision makers and stakeholders that will be interviewed individually. The interviews will be held at City Hall over a two day period. Lunches will be hosted by Violo's Chowder House and Fandango. On August 31st there will be a wrap-up meeting, location and time TBD.

Motion made by Chair Atchison and seconded by Commissioner Davis to approve an additional \$1,000 to cover expenses for the CALED LEAP sessions on August 30th and 31st. Motion approved unanimously. Chair Atchison will email the Commissioners their individual interview times and schedule next week.

b) First Friday Sponsorship: Approve sponsorship match of the Business Improvement District's funding support of First Friday. Reference: Jacquie Atchison Chair Atchison attended the BID meeting and they approved \$2,000 for First Friday. **Motion** made by Commissioner Cohen and seconded by Commissioner Davis to approve \$2,000 for the First Friday sponsorship. Motion approved unanimously.

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 The Commissioners discussed the PGDBID Roundabout Outreach proposal and decided to discuss it further at our next meeting.

b) Next EDC Meeting: Reschedule date or time for September 8th EDC meeting due to Candidates Forum scheduled for September 8th at 5:30 p.m. Reference: Ruth Matthews

Motion made by Commissioner Ammar and seconded by Commissioner Nelson to schedule our next meeting for September 8th starting at 3:00 p.m., Vice Chair Davis requested the time be amended to 3:30 p.m., no second for the amendment. Motion approved unanimously to start the meeting at 3:00 p.m. on September 8th.

8) Reports

a) Economic Development Director's Report: Mark Brodeur

Director Brodeur highlighted a few of the ongoing projects, updating the Commissioners on the Holman Building, @Lovers Point property, parking lot behind the theatre, Starbucks and various downtown buildings that are for sale. A full time Code Enforcement Officer position has been approved, interviews have been held, and an offer has been extended. Director Brodeur will address the gull abatement program for 2017/18 at the City Council meeting on August 17th.

ADJOURNMENT

Meeting adjourned at 5:14 p.m.

Respectfully submitted,

Ruth Matthews, Secretary



CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
Annual Strategic Work Plan 2016-17

"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."

CALED LEAP Economic Development Strategic Planning

Work with CALED consultants and PG stakeholders to develop an economic strategic plan to focus on a) downtown tenant mix, b) possibility of creating a Property Owners Business Improvement District and c) creating a "common thread" between all PG business districts. Budget: \$4,500 (*additional funds are available to implement activities suggested in economic plan*). **IN PROGRESS**

Business Attraction & Retention

Economic Strategy: An active business retention and attraction program is the best way to improve the economic health and vitality of the entire City, including investing in infrastructure, developing a healthy, diversified tenant mix, and creating job opportunities. Budget: \$7,500

Activities may include:

- Research and implement necessary cellular towers, electric charging stations, **Downtown Wireless Hotspot.**
- Annual Business Walk.
- **Work with Commercial Property Owners to update their properties, provide long term leases, and recruit better tenant mix and work with tenants to stay open later and on weekends.**
- Work with ATC businesses to find new locations in Pacific Grove.
- "You'll Find It in Pacific Grove!" (Think Local program):
 - Monthly Cash Mobs; Promotional Marketing such as Small Business Saturday, **Highlight small businesses, home-based businesses, expo?**

Special Events:

Economic Strategy: The EDC understands that many of our small businesses have limited resources for marketing and advertising their businesses. An excellent way to increase foot traffic to PG businesses is to draw visitors and locals to special events in the city. Budget: \$10,000

Some of the events we will consider to support include:

- First Friday sponsorship. **DONE \$2,000**
- Develop events such as Car shows, **Movies/Concerts @ 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; **work with city to reduce fees for events. \$800 Jazz Festival Banners**

Partnerships, Sponsorships

Economic Strategy: To ensure commissioners are up-to-date on newest and creative economic development strategies to support Pacific Grove businesses. Budget: \$2,500

- Membership in economic development organizations that provide training and education **DONE \$500 MCBC Main Street Association \$350?**
- Sponsor economic development/business startup events that showcase/support Pacific Grove businesses. **Small Business Celebration \$500 (February)**

Highway 68 Roundabout

Public Outreach Plan for Pacific Grove, CA

Executive Summary:

With the Highway 68 Roundabout construction now underway and expected to be completed in the spring of 2017, a consortium of Pacific Grove entities has formed to provide Pacific Grove focused updates and information to the City's residents, visitors, business owners and their employees.

Participating Organizations:

- PG Downtown Business Improvement District
- PG Hospitality Improvement District
- PG Chamber of Commerce
- PG Economic Development Commission
- City of Pacific Grove

Outreach Plan:

While the TAMC is providing general updates on the project as a whole, there is important information specific to Pacific Grove that has to be broadcast. This information will include the following:

- Real-time Updates to Construction Schedule & Activity
- Alternate Routing for Incoming and Outgoing Travelers
- Specials and Updates to MST Riders
- Promotion of Pacific Grove Centric Businesses and Services

The core of the outreach will focus on the following:

- Driving Sign-Ups for Email and Text Alerts
- Driving Follows and Likes of 68 Roundabout Centric Social Media Channels
- Driving Visitors to City's Website as a "library" of information

The outreach will utilize the following channels:

- Traditional Earned Media including Press Releases and News Stories
- Information included in Weekly City Updates
- "In Person" Promotion at City and Community Organizational Meetings
- Posting on Social Media Channels of the following groups:
 - City of Pacific Grove
 - PG BID
 - PG EDC
- Eblasts Sent to All Organizations Data Bases

- Appearances on local TV, Radio and in Print
- Updates in PGCC Weekly Herald Ad and Cedar Street Times
- Message Specific Text Message & Email Alerts
 - Alerts will be sent through City's Alert Monterey County 211 System
 - Emails will be broadcast through central Mailchimp email: hwyl68updates@gmail.com
 - Establishment of Highway 68 Updates Facebook & Twitter Feed
- Paid advertisements in Print and on Radio as necessary

Budget:

Project Management by TBC Communications & Media including:	6,000.00
<ul style="list-style-type: none"> • Key message and outreach content development • Real-time Monitoring of Internal TAMC Construction Calendar • Delivery of Construction Alerts to associated groups • Posting of updates to Facebook & Twitter • Development of ongoing messaging to be delivered via outside channels • Ongoing communications with media • Production of informational video • Production of Collateral Material • Creative Direction, Production and Placement of Print and Radio ads as needed 	
Video Production and Graphic Design	2,750.00
Paid Advertising	5,500.00
<ul style="list-style-type: none"> • Comcast Cable • Newsprint (Pine Cone & Herald) • Radio (Mapleton Communication) 	2000.00 2000.00 1500.00
<u>Postage for mailer to residents:</u>	<u>3,750.00</u>
Total:	18,000.00