



MEETING MINUTES

City of Pacific Grove  
Economic Development Commission  
Minutes  
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**

Chair Atchison called the meeting to order at 3:00 p.m. Present: Chair Atchison, Vice Chair Davis, Secretary Matthews, Commissioners Addeman, Bain, Nelson, and Ammar.  
Council Attendee, Bill Peake  
Staff Liaison, Mark Brodeur  
Absent: Commissioners Stillwell, Cohen and City Council Liaison Bill Kampe

**2) Approval of Agenda**

**Action:** Commissioner Ammar requested that agenda item 6c be moved to 6a. Upon Motion by Commissioner Ammar and seconded by Commissioner Matthews the approval of the amended Agenda was passed unanimously.

**3) Commissioner and Council Liaison Announcements**

Commissioner Ammar announced the property at 212/214/216 Fountain Ave recently sold for \$500,000.

**4) Public Comments - None**

**5) Approval of Minutes**

**Action:** Motion made by Commissioner Davis and seconded by Commissioner Nelson to approve the August 11, 2016, minutes. Motion approved unanimously

**6) Unfinished/Ongoing**

**a) Proposal to Support Marketing Efforts during the Highway 68 Construction Period (Attachment C):**

Review, discuss and take action, if necessary. Reference: Moe Ammar  
Steve Thomas presented a summary of the Highway 68 Roundabout Public Outreach Plan. Mr. Thomas outlined the cost of the plan and the length of the project. The commissioners discussed the pros and cons of the proposal and Commissioner Matthews shared a personal account of purchasing a discounted MST pass. Marketing efforts will cost \$18,000 and a commitment of \$16,000 has been received from various organization in Pacific Grove. **Motion** made by Chair Atchison and seconded by Commission Ammar to approve \$2,000 for the Highway 68 Roundabout Public Outreach Plan. Motion approved unanimously.

**b) Strategic Work Plan (Attachment B):** Discuss projects and assign tasks: Reference: Jacquie Atchison  
The commissioners discussed the work plan and thought we have limited resources from EDC and staff to implement all the items listed in our Annual Strategic Work Plan 2016/2017. Chair Atchison highlighted a few of the issues we can focus on with limited resources.

1. Downtown Wireless Hotspot - Holman Building

Mark Brodeur will research and discuss with the City Manager.

2. Work with staff to identify businesses that are not paying annual license fees

3. Work with property owners who need facade improvements, possible match funding or grants

Mark Brodeur indicated “no grants” are available at this time.

**c) CALED LEAP Update:** Update on planning sessions. Reference: Jacquie Atchison and Mark Brodeur  
Chair Atchison thanked everyone for their participation in the planning sessions, specifically Richard Stillwell, Julie Davis and Marietta Bain for their hospitality by providing meals to the CALED LEAP team. Chair Atchison outlined a few of the findings and reported that the LEAP team will present their report at a City Council meeting in October or November. Chair Atchison stated that while this was a great process to go through, it will be difficult to implement without dedicated staff and resources. Chair Atchison also suggested we wait for the report before changing the focus of our Strategic Work Plan.

**Other items discussed:**

1. Commissioner Addeman raised the question of 100% cost recovery for building permits, why are the cost so high? Mark Brodeur will discuss further with Commissioner Addeman
2. Commissioner Davis would like to see better communication with staff.
3. What can be done about the downtown mix of businesses, who is responsible, should the property owners be more involved?

**7) Reports**

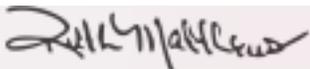
**a) Economic Development Director’s Report: Mark Brodeur**

Director Brodeur discussed a possible Mural program and also the Pacific Grove Tribute catalog.

**ADJOURNMENT**

Meeting adjourned at 4:34 p.m.

Respectfully submitted,



Ruth Matthews, Secretary