

Hospitality Improvement District Meeting
Tourist Information Center - 100 Central Avenue
Wednesday, February 3, 2016 from 2:00 to 3:00 pm

MINUTES

Present: Steve Murray, Olympia Lodge, Michael Grech - Sunset Inn, Ralph Felsing - Best Western The Inn and Suites, Tim McGill - Asilomar Conference Grounds, Mairead Hennessy - Asilomar Conference Grounds, Linda Casey - Lighthouse Lodge and Cottages, Victoria Arroyo - Monterey Peninsula Inns, Robert Boerner - Pacific Garden Inn, Amrish Patel - Centrella Inn, Veronica Lopez - The Old St. Angela Inn, Ed Flatley - Seven Gables Inn, Preston Flatley - Seven Gables Inn, Don Martine - Martine Inn, Michael Bekker - Cannery Row Company, Moe Ammar - Pacific Grove Chamber of Commerce

Public: Councilman Bill Peake
Andy Kubica
Don Murphy

1. Moe called the meeting to order at 2:00 pm
2. Welcome and Introductions:
 - Michael Crall- Managing Partner/Chief Development Officer - Domaine Hospitality Partners gave an update. Design and processing going very well.
3. Motion made and passed to approve the Agenda
4. Motion made and passed to approve the Minutes of September 1, 2015 meeting
5. Motion made and passed to approve Ed Flatley (Seven Gables Inn) and Victoria Arroyo (Monterey Peninsula Inns/Sea Breeze) to serve on the Advisory Board for two more years.
 - Received an update relative to marketing items and discussed the trolley option.
6. Mayoral candidate Councilman Rudy Fischer gave a presentation as to why he wants to run for Mayor
7. Discussion regarding the City's revenue options and potential T.O. T. increase
 - HID voted to work with Council on opposing a TOT increase
8. Presentation by Lisa Brown on the social media campaign:
 - 9 lodging partners and the Chamber very successful and very cost effective
 - Lisa will give the Chamber a proposal to continue with the program
9. Discussed Councilman Rudy Fischer's update on the Short Term Rentals and AirBNB. The HID will not be taking a position at this time.
 - Discussed Forecast 2016 & beyond
10. Adjourned at 3:30 pm