



## PACIFIC GROVE WEEKLY SUMMARY

January 16, 2015

### CITY COUNCIL

Major actions taken by the Council at its strategic planning workshop on Saturday, January 10, 2015 include:

- ❖ Reviewed the City's current programs and priorities, recognizing the progress that has been made in the City's priorities over the past two years (Economic Development, Infrastructure, CalPERS, and Water).
- ❖ Accepted public input and suggestions for future priorities.
- ❖ Deciding that, for the next two years, the City's priorities need to be: Financial Sustainability; Good Governance/Resident Services; and Infrastructure/Natural Environment.
- ❖ Gave staff specific direction for areas of emphasis in each of these priority areas. These areas of emphasis will be featured in this year's capital improvement and operating budget process, to ensure the necessary resources are allocated.

The agenda reports and supporting documents for all of these actions are on the City's website, at <http://www.cityofpacificgrove.org>. Details of the actions taken will also be available, upon completion and adoption of the meeting minutes, which will also be posted on the website.

### COMMUNITY DEVELOPMENT

**MCCVB.** The Monterey County Convention & Visitors Bureau released the results of its 2014 Brand Impact Study and the estimate of the economic impact exceeds \$216 million for calendar year 2014 and \$96 million for the first half of the 2014-2015 fiscal year (July 1 – Dec 31, 2014). In its last fiscal year, MCCVB launched its "Grab Life by the Moments" brand campaign and the study is an on-going gauge of economic impact as well as other metrics used to hone future targeting.

"Competition in the travel economy is fierce and travelers have dozens of choices when planning a vacation or a quick getaway," said MCCVB's Chief Marketing Officer Rob O'Keefe adding "the campaign is designed to influence that decision towards Monterey County and the study isolates its effectiveness. The communication program has directly influenced over 195,000 travelers to pick our destination over others."

The "Grab Life by the Moments" campaign is based on a ground-breaking research study conducted in 2013 that measures the impressions, attitudes and travel behaviors of consumers. The research conducted by Strategic Marketing & Research Insights (SMARI) showed that a trip to Monterey County can *invigorate the soul* which is the idea behind the campaign.

"Encouraging, even challenging travelers to make the most of every moment in Monterey County is the point" explained O'Keefe. "The campaign has clearly resonated with consumers."

Following from the original brand launch in 2013, the MCCVB promised to "Expand the Brand" at its annual meeting in August 2014 and the \$96 million in economic impact from the over

230,000 incremental room-nights in the first half of this fiscal year backs up that commitment. Additionally, the MCCVB is releasing other measurements for the first half of this fiscal year including:

- Over 200% increase of hotel reservations made through SeeMonterey.com and their new partnership with Booking.com which launched in July
- A 92% increase in leads generated for Group Sales which is focused on bringing highly lucrative meetings and conferences to the region
- Over \$7 million of economic impact generated by the MCCVB Visitor Information Center where specialists play a significant role in influencing additional overnight stays

“Tourism is a \$2.3 billion industry for our region and is responsible for more than 23,000 jobs,” said Tammy Blount, President & CEO of MCCVB, adding “The success we’ve attained in creating compelling sales and marketing programs that fuel the industry and deliver value to our members, stakeholders and residents is something we intend to grow even more aggressively in the future.”

**Seagulls.** In an effort to significantly reduce the impact of seagulls in the downtown, the Community and Economic Development Department will implement two new strategies. First, downtown property owners will be notified by letter to remove any existing seagull nests on commercial buildings in the downtown. These nests need to be removed as soon as possible.

The City of Pacific Grove will hire a firm to begin flying raptors in the downtown during the months of March and April 2015. The only way this raptor program is effective is when all seagull nests in the downtown area are eliminated. The City has information on a service provider that will remove the seagull nests during this period. Seagull nests may not be disturbed in any way once eggs are present.

Second, in order to insure this approach is successful, the City will also employ a drone to photograph downtown rooftops. If any seagull nests are located on downtown buildings after February 20, 2015, the property owner will be subject to penalties and fines specified in the Pacific Grove Municipal Code Chapters 1.16 and 1.19.

Please feel free to contact the Department at 831-648-3116 or email Terri Schaeffer [tschaeffer@cityofpacificgrove.org](mailto:tschaeffer@cityofpacificgrove.org) for questions or more information.

## **FIRE DEPARTMENT**

**Tak Hattori.** Tak Hattori passed away peacefully 1/11/15 at home with his family there. He was the Medical Director for the Pacific Grove Hyperbaric Chamber for 44 years, retiring in 2011 after serving all those years without pay. It was under his direction that we were able to go on line with our multi-place chamber in 1984 following 18 years with only the mono-place chamber to treat divers. He is missed by all of the crew of the Pacific Grove Hyperbaric Chamber who had the great fortune to work with such a dedicated and giant of a man. His memorial service will be Sat. Jan. 24th at the Buddhist Temple, 1155 Noche Buena St. Seaside at 2PM. Donations to benefit the Pacific Grove Hyperbaric Chamber should be sent to the California National Marine Sanctuary Foundation at 99 Pacific St., Bldg. 455E, Monterey, CA 93940 with PGHC on the note line.

## LAW/POLICE DEPARTMENT

**Weekly Highlights.** Attached you will find Chief Myers' Weekly Police Report for the week of January 9, 2015 to January 15, 2015, with the Year-to-Date Monthly Highlights.

**Employee of the Quarter.** Elizabeth Conti-Yeo, Animal Control Officer/ Police Services Technician, has been named Employee of the Quarter for the period October to December 2014. Liz was selected by a review panel of her peers for her team work, leadership skills and costs savings measures. It is noted in her nomination, that this past year Liz assumed expanded duties from those of her Animal Control Officer assignment. Liz stepped in to assist the Police Department front desk to work as a Police Services Technician at a time when the department was undergoing staffing changes. She approached these new duties with efficiency, care and dedication and with an eye to cost saving measures. Further, in these expanded duties, Liz continually examined the technician processes and procedures and looked for ways to improve services for the community. Liz will be recognized by the City Council at the January 21<sup>st</sup> meeting and you are invited to join us that evening in honoring and thanking Liz for her service to our community.

## MUSEUM

**Monarchs.** Latest monarch numbers: according to a Tuesday, January 6, monarch count, 16,300 monarchs were observed at the Pacific Grove Monarch Sanctuary. Look for a new count next week!

**Native California Art.** Be sure to check out our illustrated lecture January 24 from 3-4:30 p.m. Author Ralph Shanks has written two books about the culture and history of this Native California art form, and he will be our speaker.

**Whalefest.** Also on January 24, Museum staff will staff a fun table at Old Fisherman's Wharf for Whalefest, where we'll have "blubber hands" and other touch objects for visitors. Be sure to check it out!



**Science Saturdays.** *Amazing Migrations* is scheduled for Saturday, January 31, from 11 a.m. to 3 p.m. which, as always, is free of charge to everyone. Sandy the Whale's 32nd birthday will be celebrated during this event, so it should be a great day. We'll have cake!

**Wildflower Show.** Information on the Wildflower Show, one of our most popular events in April, is now available on our website at [pgmuseum.org](http://pgmuseum.org)!

## **POINT PINOS LIGHTHOUSE**

This February, the Point Pinos Lighthouse will be celebrating its 160th anniversary of the lighting of the Lighthouse, which occurred on February 1, 1855. In honor of this historic event, the lighthouse will extend its hours for self-guided tours on Sunday, February 1, 2015. The hours will be from 10:00 am until 4:00 pm.

## **PUBLIC WORKS**

This week Public Works removed two of the older concrete light poles at Lovers Point that have not worked for over a year and replaced them with the light poles of a style consistent with our historic downtown poles. Both of the new lights will now light up the stairways that go down to the beach and also to the pier at Lovers Point. In addition to the new light poles crews rewired the lights to the electrical panel that is located in the park, and resurfaced the walk way that goes to the pier. The asphalt walkway that goes to the pier had significant lifting and cracking due to age and water intrusion. Crews removed the failing asphalt and resurfaced the walkway. Crews will also install a sub panel located near the pier so events such as the Feast of lanterns will have power at the pier and will not have to use generators for power.





## **RECREATION**

The Recreation Department presents a special program in anticipation of next month's AT&T Pro-Am Tournament "THE GREATEST GAME" told by Old Tom Morris (portrayed by Howard Burnham) Old Tom, 'the greatest golfer of the 19th century' gives a humorous account of golf from its misty Scottish origins and the establishment of the first 18-hole course at St. Andrews to golf's conquest of America and the career of Bobby Jones Junior, 'the greatest golfer of the 20th century', concluding with a tribute to the Pebble Beach Golf Links. Saturday, January 24, at 5:30 p.m. at the LITTLE HOUSE IN JEWEL PARK, 148 Grand Ave, Pacific Grove. \$10 at the door - seating is limited!





## CITY BUSINESS WALK

The City of Pacific Grove's Economic Development Commission, which is a volunteer group comprising of local business owners, residents and city and chamber officials, will be conducting a citywide "Business Walk" on Thursday, January 22, 2015. These volunteers will be visiting businesses in Pacific Grove's five business districts – Forest Hill, Sunset Ave, Downtown, Central Avenue and the American Tin Cannery, to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers will spend 5-10 minutes asking several questions including, (1) "How's Business?" (2) "What do you like about doing business here?" and (3) "What can we do to help you succeed?"

Business owners and managers are encouraged to be at their business the afternoon of January 22<sup>nd</sup> when the Business Walk teams are out. By taking the time to answer just a few questions about your business climate, you will be providing valuable information that business stakeholders in Pacific Grove can use in developing programs and services.

Business walks have proven highly effective in strengthening local economies by retaining businesses in a community and creating an environment where they can grow. Companies with specific needs will be followed up and provided one-on-one assistance. After each Business Walk, a summary of the results will be posted to the City of Pacific Grove's website.

For more information, or if you are interested in volunteering for the Business Walk, please contact Jacquie Atchison, EDC Vice Chair, at [Jacquie.atchison@gmail.com](mailto:Jacquie.atchison@gmail.com)

A special program in anticipation of next month's AT&T Pro-Am Tournament...

# “THE GREATEST GAME”

Old Tom Morris (portrayed by Howard Burnham)

## On the Story of Golf

Old Tom, 'the greatest golfer of the 19th century', gives a humorous account of golf from its misty Scottish origins and the establishment of the first 18-hole course at St Andrews, to golf's conquest of America and the career of Bobby Jones Junior, 'the greatest golfer of the 20th century', concluding with a tribute to the Pebble Beach Golf Links.

I hope all golf enthusiasts and even some 'golf widows' will tee off at The Little House in Jewel Park (Central and Grand) Pacific Grove on Saturday, January 24, at 5:30 pm.

### Old Tom and Young Bob



Tom Morris and Bobby Jones celebrate

**GOLF**

from its misty origins to the Masters

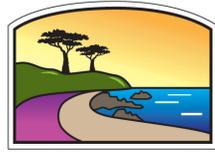
written and performed by Howard Burnham

**THE LITTLE HOUSE IN JEWEL PARK,  
(148 Grand Ave., Pacific Grove)**

**(Sponsored by Pacific Grove Recreation Department)**

**Saturday, January 24, at 5:30 p.m.**

**\$10 at the door**



**PACIFIC GROVE**  
CHAMBER OF COMMERCE  
& TOURIST CENTERS

**Present**

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**Grand Opening & Official Ribbon Cutting  
Gene's Barber Shop**

Thursday, January 29th from 5:00 to 7:00 pm  
610 Lighthouse Avenue

Join the Pacific Grove Chamber of Commerce in congratulating Phillip Benson on becoming the new owner of Gene's Barbershop in downtown Pacific Grove. Enjoy live entertainment, hors d'oeuvres, and refreshments.

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**AT&T PRO-AM Express Shuttle & Tournament Tickets**

From downtown Pacific Grove Museum of Natural History  
Wednesday, February 11 – Sunday, February 15, 2015  
6:30 am – 6:00 pm

\$20 Per Person/Per Day or \$60 for a 5 Day Pass  
SAVE \$5 on TOURNAMENT TICKETS

Volunteers needed especially Saturday & Sunday,  
February 14 & 15 from 6:30 am until Noon

To volunteer contact [rita@pacificgrove.org](mailto:rita@pacificgrove.org) or (831) 373-3304

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**SAVE THE DATE**

**58<sup>th</sup> Annual Good Old Days  
April 11-12, 2015**

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**[www.pacificgrove.org](http://www.pacificgrove.org)**



[WWW.FACEBOOK.COM/PGCHAMBER](http://WWW.FACEBOOK.COM/PGCHAMBER)

# AT&T PRO-AM EXPRESS SHUTTLE & TOURNAMENT TICKETS

From Downtown Pacific Grove • Museum of Natural History



**FEBRUARY 11-15**  
**6:30AM-6:00PM**  
**\$20 per person/day**  
**\$60 for a 5-day pass**

Pacific Grove Chamber of Commerce is offering  
luxurious Pacific Monarch shuttle buses to the  
AT&T Pebble Beach National Pro-Am

Tickets and information at:

**Pacific Grove Chamber of Commerce**  
**584 Central Avenue, Pacific Grove, CA 93950**

*Proud Sponsor of the  
Pacific Grove  
Chamber of Commerce*



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