



PACIFIC GROVE WEEKLY SUMMARY

March 20, 2015

CITY COUNCIL

Major actions taken by the Council at its regular meeting on March 18, 2015 include:

- ❖ Received a report from the City Manager on efforts currently underway to improve 9-1-1 services and those steps the City will be taking to preserve all options going forward.
- ❖ Introduced and held first reading of an ordinance to extend the 3-hour parking pilot program in the downtown for six months.
- ❖ Adopted memoranda of understanding between the City and two employee groups, the General Employees Association and the Management Employee Association. These agreements extend through December 31, 2016. They are a collaborative effort between to ensure the City treats its employees fairly and, at the same time, do everything possible at the local level to reduce the City's CalPERS obligations.
- ❖ Undertook initial consideration of the proposed five-year capital improvements plan and schedule.
- ❖ Undertook initial consideration of possible revenue measures and other actions to address the City's revenue shortfall.
- ❖ Adopted the two-year strategic plan for the Library, developed by the Library Board. The plan is both comprehensive, yet succinct, a real rarity.

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.

In addition, the Council received a presentation from Susan Steele, the Chair of the Friends of the Library. In addition to the Friends' ongoing contributions to the Library and Library collection, the Friends have offered to provide an additional \$25,000 to add hours by professional library staff over the next six months. The Friends have asked the Library Foundation for a matching contribution. The Council expressed its sincere thanks to Susan and the Friends.

WATER

Monterey, Calif., March 17, 2015. The Monterey Peninsula Water Management District (MPWMD) is hoping residents and businesses can spare 10 minutes of their time to save up to 10,000 gallons of water during *Fix a Leak Week* March 16 through March 22, 2015. The week, promoted nationally through the Environmental Protection Agency (EPA), takes on an even greater significance locally as unusually dry, drought-like conditions are once again expected through March and into April.

“While water conservation and waste should always be on our minds, this week is really focused on fixing leaks around your home or business,” said Stephanie Locke, MPWMD Water Demand and Conservation Manager. “If someone has 10 minutes to perform a couple of easy inspections, they can potentially save up to 10,000 gallons of water!”

Leaks typically occur after the cold winter weather contracts and sometimes freeze pipes and fixture couplings and when sudden hot weather expands them. Irrigation systems and plumbing are the main culprits with toilets as the number one source of leaks in the home or business.

“The Water Management District offers free leak detection kits for your toilet,” continued Locke. “After flushing, simply drop the environmentally friendly tablet into your toilet’s tank and if the water in the bowl is colored, you have a leak.”

Other free water saving devices offered to District residents and businesses include low-flow shower heads, faucet aerators, hose nozzles, shower timers and buckets and dish squeegees. The district also offers several generous rebates on water saving appliances and fixtures. For more information call [\(831\) 658-5601](tel:8316585601) or visit www.montereywaterinfo.org

COMMUNITY DEVELOPMENT

Gull Remediation Project. Kate and her raptors from West Coast Falconry will complete a final weekend here in Pacific Grove. Since March 2, 2015, Kate and her birds have patrolled the downtown in an effort to discourage the nesting of gulls on downtown rooftops. Kate has spoken with business owners, building owners, and interested pedestrians. She did several public presentations, including a visit to a City Council Meeting and several school visits.



Our Animal Control Officer, Liz Conti-Yeo, commented recently as she walked the coastal trail that she observed a greater number of gulls roosting on the rocks along the coast.



Jewell Park presentation



Kate at Forest Grove Elementary School

Ongoing work for gull remediation is still needed. Downtown building rooftops should be checked and cleaned regularly for any debris or droppings that could become nests.



The City appreciates the efforts of all stakeholders to make this project a success. Our next target will be containing the food source. Staff will begin a public education campaign to remind residents, visitors, and proprietors that gulls are scavengers and human behavior contributes to bad gull behavior. Now that building nests has been discouraged, it is absolutely vital that we not provide the gulls with non-natural food sources. Please do not feed the gulls; please also ensure that all food wastes are disposed of properly in covered trash cans.

FIRE

Tsunami Preparedness Week. March 22 – 28, 2015 is Tsunami Preparedness Week. A tsunami is a series of large ocean waves usually caused by a major earthquake on the sea floor, a landslide or volcanic activity and can strike any ocean shoreline. When tsunami waves enter shallow water, they rise to form a mass of moving water called “run up.” Run-up, which can be many feet high, can rush onto the shore striking the coast with tremendous and destructive force. If you are on the shore or in a low coastal area, you should know that a tsunami could arrive within minutes after the earth shakes.

If you are in a coastal area and you feel a strong earthquake do the following: Drop, cover and hold on. You should first protect yourself from the earthquake and after the shaking stops, move quickly to higher ground away from the coast. Be prepared for aftershocks, which can happen frequently and monitor local news and NOAA weather via a portable radio for the latest updates. Have a plan in mind to meet your loved ones at a specific location in a safe area.

To find out if your home, school, workplace, or other frequently visited places are in a tsunami hazard area, or for more information on Tsunami awareness and preparation, please visit: www.tsunami.gov or www.calema.ca.gov.



LAW/POLICE DEPARTMENT

Weekly Highlights. Attached you will find Chief Myers' Weekly Police Report for the week of March 13, 2015 to March 19, 2015, with the Year-to-Date Monthly Highlights.

MUSEUM

Stop by the Pacific Grove Museum of Natural History anytime between 11 a.m. and 3 p.m. on Saturday, March 28, for Science Saturday: Bees, Wasps, honey & hives. We'll examine bee stingers and wasp nests, taste honey made from different California wildflowers, create a beeswax candle to take home, and play games about pollination! Come see what the buzz is all about! Admission is always free on Science Saturdays.

The Museum will open its doors from 6-7 p.m. on Tuesday, March 31, to new volunteers interested in serving their community in a variety of opportunities. Staff and current volunteers will be on hand to answer questions and provide details on their Museum experiences.



EL CARMELO CEMETERY

Name Suggestions. The City of Pacific Grove El Carmel Cemetery will be installing 8 new Columbaria (resting places for cremated remains) in May 2015. The City would like to solicit suggestions from the community to name each of the 8 units. Suggested names should be suitable to the purpose and the location of the Columbaria. Please submit your suggestions before April 30 to dbillstrom@cityofpacificgrove.org.

PUBLIC WORKS

Harbor Seal Pup. This week we had our first Harbor Seal pup born in Pacific Grove. The pup was born at Hopkins Beach and has been doing well. Now that the first pup was born the City has installed the protective lattice style fencing from Hopkins to 8th Street, to keep the seals safe from any disturbance. The number one threat to harbor seals is human intrusion. Last year when the City installed the fencing the harbor seal season was one of the most successful seasons in recent history. The City has received a three year permit from the Coastal Commission so that we can install the fencing. During the three years we will be documenting the seal activity, counting the numbers of births, and also observing the seals behavior. This could not be possible if it was not for the assistance of the Baynet volunteers. Please contact the Police Department at 648-3143 if people are seen crossing the fence, or Public Works if there is damage to the fencing at 648-5722. Please see attached picture.



Monterey Pine Tree Planting. This week the Forestry Department has been working with the Community High School, Mr. Al Sax and Brad Woodyard to plant Monterey Pines at George Washington Park. There were ten students that participated in this project, collected the cones locally, extracted and germinated the seeds, propagated the seeds and planted the seedlings into cones. Once the trees got big enough to plant the school worked with Public Works to plant them at the park. Overall 100 trees were planted. Public Works will continue to water and maintain the trees. Please see attached pictures.







PACIFIC GROVE 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, conducted a “Business Walk” on Thursday, January 22, 2015. These volunteers visited businesses in Pacific Grove’s five business districts – Downtown, Foresthill, American Tin Cannery, Sunset Avenue, and Central Avenue to learn more about our local businesses and how we can help them strengthen and promote their business. The volunteers visited over 150 businesses in the city and were successful in interviewing 140 of them.

Visits by Industry

- 44% Retail
- 21% Food & Beverage
- 7% Industrial
- 4% Office
- 24% Other (dry cleaners, pet grooming, etc)

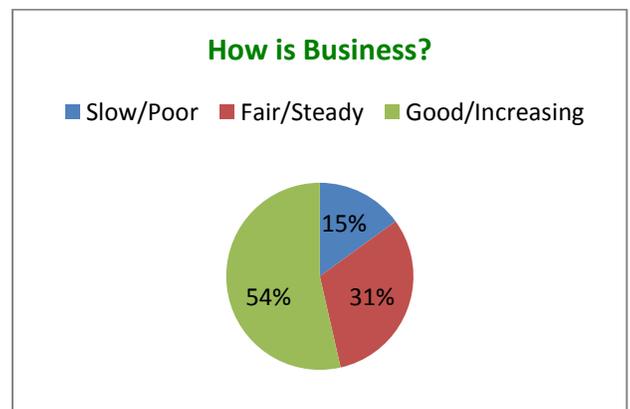
Visits by Business Districts

- 41% Downtown
- 26% Foresthill
- 14% American Tin Cannery
- 10% Sunset Avenue
- 9% Central Avenue

The conversations focused on three basic questions: (1) “How is Business?” (2) “What do you like about doing business in Pacific Grove?” and (3) “What can the City do to help you succeed?”

Question 1: How is Business?

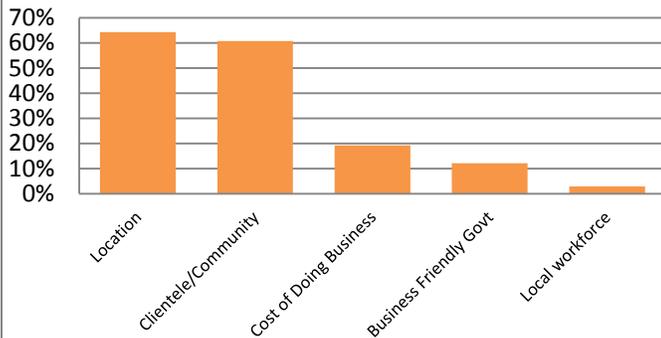
When asked how their business was doing currently, more than half (54%) responded that their business was good/increasing, attributing much of their success to an improving economy. In fact, one business stated that their business was expanding and they are taking over more space. Thirty one percent (31%) of the businesses interviewed stated that their business is fair/steady, but could be better. Finally, 15% stated that their business was slow/poor, mostly due to January being a slower month with tourists and the slow down of spending after the holidays.



How is Business by District:

	<u>Downtown</u>	<u>Foresthill</u>	<u>ATC</u>	<u>Sunset</u>	<u>Central</u>
Slow/Poor	9%	13%	40%	14%	8%
Fair/Steady	36%	31%	35%	15%	25%
Good/Increasing	55%	56%	25%	71%	67%

What do you like about doing Business in Pacific Grove?



Question 2: What do you like about doing business in Pacific Grove?

64% of businesses interviewed reported that “Location” was an important factor to having their business in Pacific Grove. Several said they live in PG and prefer to work in PG. The next highest reason (61%) for working or owning a business in Pacific Grove, was the clientele and the local community. Many stated that they wish there were more businesses that catered to the locals, and that locals would spend more time shopping locally. Pacific Grove also offers low cost of doing business and a business friendly government. Finally, another reason for liking Pacific Grove is the relatively low crime rate.

Question 3: What can the city do to improve business in Pacific Grove?

Although the majority appreciate the small “hometown” atmosphere of Pacific Grove, many businesses reported the city needs more development, including an increase in the variety of businesses (limit thrift stores), and weekend and later hours for shops in the downtown area. The most common request from downtown businesses (many are also residents) was for the City to allow and/or encourage some sort of night life – a pub, brewery, live entertainment. The next most common request from all business districts was for more advertising and marketing of all businesses in the city of Pacific Grove to increase foot traffic and visitors. Signage and parking/traffic are also areas that need improvement in Pacific Grove.

Additional comments:

- Shopowners should take pride in the windows and improve their displays, leave night lights on
- Property owners need to update and maintain their buildings
- City needs a Public Relations person
- Keep working on gull problem
- Central Ave businesses would like to be included in more events
- When entering PG via Central Ave, make it obvious you are in Pacific Grove, with large sign
- Holman Building needs life – hotel/convention center, anchor store?
- ATC Merchants would also like to see events held at the ATC, such as farmers market or concerts
- Co-op advertising and marketing with other similar businesses or district
- List businesses by category on city’s website
- Beautify the city, more flowers along sidewalks and more lighting
- More accessible parking for employees
- Capitalize on wealth of PG history – Ricketts, Campbell, Steinbeck, Killdall, etc
- A newsletter from the city to all businesses would be helpful; maybe Facebook page

