



Minutes

ECONOMIC DEVELOPMENT COMMISSION

Thursday, May 10, 2018 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call

Present: Chair Atchison, Vice Chair Addeman, Secretary McGrath, Marietta Bain, Julie Davis, Willy Nelson, Phillip Benson, Moe Ammar, Alan Cohen

Absent: Richard Stillwell, Mayor Bill Kampe

2) Approval of Agenda

Motion to approve by Nelson, seconded by Cohen, passed unanimously

3) Commissioner and Council Liaison Announcements

None

4) Public Comments

None

5) Approval of Minutes

April 12, 2018 Motion to approve with addition of \$4,000.00 approved for wayfinding sign by Davis, seconded by Cohen; passed unanimously

6) Unfinished/Ongoing

a) Business Walk May 17, 2018: Reference: Jacquie Atchison Business walk May 17th 9:30 to 12:00
Additional questions to ask: Façade Improvement for Lighthouse Businesses
Marketing that is currently being used to promote business

b) Branding Pacific Grove: Branding has not been supported by the city council. Mark to take a \$40,000 budget for branding to council to be approved for the 2018 – 19 Fiscal year. We will revisit in July when we know if the budget is there.

Ammar is meeting with Marketing students from Middlebury Institute of International Studies. Possibility for them to do a marketing study with visitors in Fall 2018.

7) New Business

a) Recommendation to City Council to prohibit storefronts blocking their windows for a set timeline. Moe Ammar noted several businesses (or storefronts) that have been shuttered or covered with paper for a very long time. There is currently no ordinance on the books that prohibits this. He has approached one building owner with no response. Mark will visit the business and ask for something to be placed in the windows (staging or products) so that it doesn't look vacant. If that doesn't work, Moe will send a letter on behalf of the BID.

8) Reports

a) BID and Chamber Report *Reference: Moe Ammar*

- Moe reported that flower baskets and wayfinding sign have been ordered.
- There will be a class to help people make their websites ADA compliant
- There was a study done for city services by Matrix, and as an example a sign permit that they charge 980.00 actually costs the city 2241.00. Questions were raised about the validity of the time it takes to process permits and how it is not “business-friendly.”
- In 2011 there was a plan to bring people from the rec trail into downtown with a small park at Grand and Ocean view with wayfinding signs and a marked ‘trail’ to downtown. As of now everything but the park has been scrapped. The intent of this project was to bring people into downtown and now, no wayfinding or trail will be done.

b) Economic Development Report and Update on Changing Minimum Requirements for Drinking Establishments *Reference: Mark Brodeur*

- The only thing being changed from our recommendation is adding brew pub. All other suggestions were scrapped.
- Suggestions for restrictions on ground floor uses will be on the Planning commission agenda for May 17. They seem supportive of the recommendations of the EDC.

Next meeting: June 14, 2018 4:00pm

Adjournment 5:32pm

Respectfully Submitted by Kirsten McGrath Secretary EDC



PACIFIC GROVE BUSINESS WALK 2018

Economic Development Commission



The City of Pacific Grove’s Economic Development Commission conducted a “Business Walk” on Thursday, May 17, 2018. Along with the Commissioners, the group included local business owners, residents and city and chamber officials. 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 100 businesses in the city and were successful in interviewing 95 of them, and we received 24 responses via online survey.

Visits by Industry	2018	2016	2015
<i>Retail</i>	45%	44%	44%
<i>Food & Beverage</i>	22%	21%	21%
<i>Industrial</i>	5%	7%	7%
<i>Office</i>	6%	5%	4%
<i>Other*</i>	22%	23%	24%

(*dry cleaners, salons, pet grooming, etc)

Visits by Business Districts	2018	2016	2015
<i>Downtown</i>	48%	58%	53%
<i>Foresthill</i>	33%	12%	12%
<i>American Tin Cannery</i>	10%	16%	18%
<i>Sunset Avenue</i>	5%	9%	11%
<i>Central Avenue</i>	4%	5%	6%

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, forty-three percent (43%) responded that their business was good/increasing, compared to 47% in 2016 and 54% in 2015. Thirty-seven percent (37%) of the businesses interviewed stated that their business is fair/steady, but could be better, compared to 34% in 2016 and 31% in 2015. Finally, 20% stated that their business was slow/poor, compared to 19% in 2016 and 15% in 2015.



How is Business, by District:

	Downtown			Foresthill			ATC			Sunset			Central		
	2018	2016	2015	2018	2016	2015	2018	2016	2015	2018	2016	2015	2018	2016	2015
G/I	46%	43%	55%	39%	63%	56%	17%	29%	25%	83%	62%	71%	50%	57%	67%
F/S	34%	39%	36%	45%	37%	31%	42%	24%	35%	0%	30%	15%	50%	14%	25%
S/P	20%	18%	9%	16%	0%	13%	42%	47%	40%	17%	8%	14%	0%	29%	8%

*G/I = Good/Increasing; F/S = Fair/Steady; S/P = Slow/Poor

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

41% of businesses reported that “Clientele” was the most important factor to having their business in PG, noting loyal customers. The next highest reason (35%) for working or owning a business in Pacific Grove, was the location – “Pacific Grove is beautiful!”

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

Since our first Business Walk in 2015, this is the first time that we have heard several concerns about the lack of affordable housing in PG, contributing to a difficulty in hiring and/or keeping qualified employees.

Several businesses suggested more events, live music and outdoor dining to draw more people to PG.

Once again, one of the most common request from all business districts was for more advertising and marketing of Pacific Grove to increase foot traffic and visitors. Many businesses noted that many of their customers are non-residents of PG. Signage and parking/traffic are also areas that need improvement in Pacific Grove. And we are still hearing requests for a vibrant night life in Pacific Grove.

Additional comments:

- The lack of affordable housing makes it impossible to retain qualified employees. Business Owners and Managers can not afford to live in Pacific Grove!
- Good Old Days is great/not good for downtown businesses.
- We need a better mix of retail downtown – no more real estate offices!
- Longer parking in downtown; parking for employees.
- Beautify/clean the city, more flowers along sidewalks, wider sidewalks and more lighting all along Lighthouse and side streets/parking lots.
- Empty storefronts need displays, not paper covering the windows.
- Need street lamps on Sunset/crosswalk at Asilomar and Sunset.
- Unfortunately we are becoming known as a town of thrift stores and consignment collectives...offering mostly pre-owned goods. Rents are rising and the rent of cubicles is the only way many shop owners can afford it, so that’s what we’re attracting. This is one of the reasons locals don’t shop downtown.
- The quality of the stores needs to be greatly improved. There are far too many thrift stores. I think Pacific Grove would have a much greater draw with visitors if more interesting business could convinced to open store fronts in PG. Is there anyone at the city working on bringing in new, quality businesses?
- More support for retailers—contrary to popular belief it does not dribble down from support of lodging and restaurants! Great need to find a way to get more locals shopping in town—consistently.
- Our business is down about 20% from last year, I believe due to Holman building construction?? We love it here and will stay at this location as long as possible
- We need more night life to bring in an assortment of clientele, maybe a wine tasting room, a brewery and nice boutiques instead of physical therapy and thrift stores.
- I really appreciate the measures of slowing down traffic in the last few years. I feel like Pacific Grove is developing in a way that is attracting newer families to the area which is a great thing.
- We appreciate the EDC's reaching out and supporting the small business community of Pacific Grove.

