

RESOLUTION NO. 20-014

APPROVING THE ANNUAL REPORT, APPROVING THE PROGRAM OF EXPENDITURES, ASSESSING THE LEVY, AND APPOINTING AN ADVISORY BOARD FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2020-21

FINDINGS

1. The Council conducted a public hearing to consider the levy of the proposed Fiscal Year (FY) 2020-21 assessment for the Pacific Grove Downtown Business Improvement District on May 6, 2020 at 6:00 pm; and
2. The City Clerk gave notice of the public hearing by causing the resolution of intention, adopted by the City Council on April 15 2020, to be published in a newspaper of general circulation at least seven days before the public hearing; and
3. At the public hearing, the City Council heard and considered all protests against the fiscal year 2020-21 levy of assessments for the Downtown Pacific Grove Business Improvement District, and the rules and procedures used in receiving and considering protests complied with those set forth in Streets and Highways Code sections 36524, 36525 and 36534; and
4. Said Improvement Area Law provides, at California Street and Highways Code Section 36530, that the City Council shall appoint an advisory board to make recommendations to the City Council regarding expenditure of revenues collected from District business owners, and to make recommendations regarding the method and basis of assessment levy; and
5. Council has requested the Pacific Grove Chamber of Commerce to recommend membership for the advisory board by process of the public nomination and election, and the Chamber has made recommendations that this council desires to follow;

NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE:

1. The Council determines that each of the Findings set forth above is true and correct and by this reference incorporates those Findings as an integral part of this Resolution
2. The City hereby levies and shall collect assessments for the Fiscal Year 2020-21 within the Downtown Pacific Grove Business Improvement District (BID), as described in Section 6.50.010 of the Pacific Grove Municipal Code
3. There is no change in the boundaries of the district as established in the prior year and set forth in Section 6.50.020 of the Pacific Grove Municipal Code.

4. The Council approves the annual report prepared by the Advisory Board of the Downtown Pacific Grove Business Improvement District.
5. The City Council approves the Downtown Business Improvement District program for FY 2020-2021, as follows:

Proposed BID Expenditure for FY 2020-21

Administration	\$ 1,600
Advertising	7,000
Promotional Events	9,800
Feast of Lanterns	3,600
Marketing Opportunities	<u>12,000</u>
Total	\$34,000

6. The City Manager is authorized to approve an agreement with the Pacific Grove Chamber of Commerce to administer the program for FY 2020-21.
7. The City Manager is authorized to approve mid-year amendments to the program and agreement with the Pacific Grove Chamber of Commerce within the total amount approved for the year.
8. Pursuant to California Streets and Highways Code Section 26530, the City Council hereby appoints the following (named with their business affiliations) as the advisory board for and on behalf of the Downtown Business Improvement District:
 - Tony Gamecho (Grand Avenue Flooring and Interiors), term expires June 30, 2022
 - Hector Chavez (Winning Wheels), term expires June 30, 2022
 - Kim Poulin (Pacific Grove Plaza), term expires June 30, 2021
 - Matt Bosworth (Mechanics Bank), term expires June 30, 2021
 - Debbie Reynolds (Second Look Wall Art), term expires June 30, 2021
 - Liz Jacobs (Wild Fish Restaurant), term expires June 30, 2021
9. The advisory board hereby appointed is subject to all provisions of the Ralph M. Brown Act, and the board hereby is directed to comply therewith.
10. This Resolution shall become effective immediately following passage and adoption thereof.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE
 this 6th day of May, 2020, by the following vote:

AYES: Mayor Peake, Mayor Pro Tem Huitt, Councilmembers Amelio, Garfield, McAdams, Smith, and Tomlinson.

NOES: None.

ABSENT: None.

APPROVED:

Bill Peake

BILL PEAKE, Mayor

ATTEST: 5/12/2020

DATED: _____

Sandra Kandell

SANDRA KANDELL, City Clerk

APPROVED AS TO FORM:

David C. Laredo

DAVID C. LAREDO, City Attorney