

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, February 5, 2019, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:30 a.m.

1. **Welcome:** *Tom McMahan opened the meeting.*
 BID Members Present: Tom McMahan, Marietta Bain, Hector Chavez, Tony Gamecho, Ron Schenk, Moe Ammar,
 Absent: Matt Bosworth, Kim Poulin
 In Kim Poulin's absence, Steve Thomas was asked to take the minutes

2. **Public Comments:**

- *Jeanne Anton: Remarked that Mayor Peake asked her to attend meeting to assist gathering an annual calendar for the placement and removal of Downtown decorations*
 Tom McMahan responded that he would set up a side meeting to discuss
- *Rudy Fisher: Also commented on the decorations and remarked that it was a nice place for events*
- *Tom McMahan: Thanked Mark Brodeur for his service and commended on the manner that the City informed the BID regarding his position. Asked about the possibility of agendizing this issue for immediate discussion.*
- *Moe Ammar: Announced his need to leave early due to AT&T Shuttle management*
- *Amber Russell and Ron Schenk also commented on the matter*

3. **Approval of minutes of November 2018 Minutes:**

Approval of Minutes: Motion: Chavez – Second: Schenk Approved Unanimously

4. **Election of Board Members:**

Per the ordinance governing the operation of the Pacific Grove Downtown Business Improvement District, an election was held to determine the members of the BID's board. 5 nominations for 3 seats

Initial Nominations and Vote:

Bosworth	7
Schenk	7
Poulin	4
Russell	4
Jacobs	2

Bosworth and Schenk Elected. Second vote held for third seat between the two nominees two tied for third

Poulin	5
Russell	4

Poulin Elected

5. Old Business:

A. Report on Holman Building:

Ammar reported that there would be a grand opening at the end of spring where by the BID would be hosting the event. He indicated that six units had been sold.

6. New Business:

A. Receive presentation by Liz Jacobs. Discuss and approve concept promotion

B. Discuss marketing ideas and consider funding a project or campaign before July 1, 2019

- In an effort not to duplicate efforts, Items 6A and 6B were combined.
- Liz Jacobs presented the concept of a promotional vehicle for the restaurants of Pacific Grove
- Steve Thomas of TBC Communications & Media presented a presentation on a Pacific Grove Restaurant Week
- *Schenk motions to approve proposal, McMahon opens floor for discussion*
- *Ammar notes a 10 restaurant threshold to move forward.*
- *Jacobs, Bain and Scanlon verbally indicate participating.*

Public Comment

- *Amber Russell suggests a passport for additional downtown businesses to participate*
- *Rudy Fisher suggested the HID participate*

Board Comments

- *Schenk restates motion with friendly amendment of 10 restaurant participant threshold for moving forward*
- *Chavez seconds – Board Votes Unanimously to approve*

C. Discuss the upcoming pony league promotion downtown

Steve Thomas of TBC Communications & Media presents information on the annual Play Ball promotion.

Thomas indicates the date of March 3 unless mitigating factors force its rescheduling to March 30.

D. Informational Items:

Items reviewed

7. Adjourn: *McMahon adjourned the meeting at 9:40 a.m.*

Attendees:

Moe Ammar - PG Chamber

Tom McMahon – Monterey Bay Laundry

Tony Gamecho – Grand Ave Flooring and Interiors

Marietta Bain – Fandango Restaurant

Hector Chavez-Winning Wheels