

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, May 1st 2019, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:31 a.m.

1. Welcome: *Tom McMahon opened the meeting.*

2. Public Comments:

Ammar notified the BID members of the Beacon House Open House being held on May 16th, 2019. The invitations will be going out very soon to all BID and Chamber members.

3. Approval of minutes of April 2019 meeting: *BID members unanimously approved the April minutes.*

4. Old Business:

- Report on purchasing 9 flower baskets at downtown light poles between Holly's Café (16th Street) and the Post Office: *Ammar informed the BID members that the EDC did decide again to match the BID's contribution for the 9 additional flower baskets. The EDC will be paying for four and the BID, five. These baskets have been ordered and will arrive before July 4th, 2019.*

Tony Gamecho suggested that additional signage be considered for other businesses located on the side streets off Lighthouse Ave. in downtown. A few others in attendance also brought up improvement to the lighting on Lighthouse Ave. Ammar suggested that both of these items be added to future agendas to be discussed.

- Update on upcoming events:

1. Bike Night May 3rd, 5:00 to 8:00p.m.: *Ammar announced that due to the decline in those attending the First Friday events in PG, the Chamber set up a Bike Night event to try to draw in a larger crowd. This will be held for the first time on May 3, 2019 from 5-8pm. The Chamber will be giving out T-shirts, holding a best decorated bike contest, prizes, music, dancing and more! If the event is well received, there may be more events like this in the future.*

2. U.S. Open, June 10-16: *Ammar reported that they are anticipating to be transporting 4-5000 people to and from the event. All those using the*

shuttle will receive a “passport”, which is a tourist guide for the local area.

3. *Feast of Lanterns, July 25-27 and lanterns on downtown trees: Ammar reported that unfortunately, this year, three events have been dropped from the original lineup due to a lack of volunteers. Tessuti Zoo will provide the lanterns again this year. These will be displayed in the trees about one more prior to the event.*

- *Report on new businesses downtown: Ammar announced that there are two new art galleries and a JR Rouse real estate office in addition to Clementine’s that have recently opened in downtown.*

New Business:

- *Discuss and approve ad concept in Monterey County Herald community tabloid: Steve Thomas reviewed the concept that the BID had decided on for the four different issues in the PG Community section of the Monterey Herald. The first being Restaurants; second Service Industry; third, Professional Services; and fourth, retail. Steve is currently working on the ad for the May, 2019 issue.*
- *Report on Restaurant Week, June 3-9: Steve Thomas did a live presentation of the Restaurant Week website for the BID members. This event will be rolling out the week prior to the US Open. Thomas announced that the Facebook Page has been launched and the website launch is scheduled for May 3rd. There are more than twelve restaurants participating and each restaurant will promote their own specific specials and offerings. The BID members were very pleased with the clean logo presented by Steve and his company.*

5. Adjourn: *McMahon adjourned the meeting at 9:30 a.m.*

Attendees:

Tom McMahon - Monterey Bay Laundry

Kim Poulin - Pacific Grove Plaza

Marietta Bain- Fandango Restaurant

Matthew Bosworth - Rabobank

Tony Gamecho - Grand Avenue Flooring and Interiors

Moe Ammar - PG Chamber

Hector Chavez - Winning Wheels

Ron Schenk - St. Vincent DePaul

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, May 1st 2019, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:31 a.m.

1. Welcome: *Tom McMahon opened the meeting.*

2. Public Comments:

Ammar notified the BID members of the Beacon House Open House being held on May 16th, 2019. The invitations will be going out very soon to all BID and Chamber members.

3. Approval of minutes of April 2019 meeting: *BID members unanimously approved the April minutes.*

4. Old Business:

- Report on purchasing 9 flower baskets at downtown light poles between Holly's Café (16th Street) and the Post Office: *Ammar informed the BID members that the EDC did decide again to match the BID's contribution for the 9 additional flower baskets. The EDC will be paying for four and the BID, five. These baskets have been ordered and will arrive before July 4th, 2019.*

Tony Gamecho suggested that additional signage be considered for other businesses located on the side streets off Lighthouse Ave. in downtown. A few others in attendance also brought up improvement to the lighting on Lighthouse Ave. Ammar suggested that both of these items be added to future agendas to be discussed.

- Update on upcoming events:

1. Bike Night May 3rd, 5:00 to 8:00p.m.: *Ammar announced that due to the decline in those attending the First Friday events in PG, the Chamber set up a Bike Night event to try to draw in a larger crowd. This will be held for the first time on May 3, 2019 from 5-8pm. The Chamber will be giving out T-shirts, holding a best decorated bike contest, prizes, music, dancing and more! If the event is well received, there may be more events like this in the future.*

2. U.S. Open, June 10-16: *Ammar reported that they are anticipating to be transporting 4-5000 people to and from the event. All those using the*

shuttle will receive a “passport”, which is a tourist guide for the local area.

3. *Feast of Lanterns, July 25-27 and lanterns on downtown trees: Ammar reported that unfortunately, this year, three events have been dropped from the original lineup due to a lack of volunteers. Tessuti Zoo will provide the lanterns again this year. These will be displayed in the trees about one more prior to the event.*
- *Report on new businesses downtown: Ammar announced that there are two new art galleries and a JR Rouse real estate office in addition to Clementine’s that have recently opened in downtown.*

New Business:

- *Discuss and approve ad concept in Monterey County Herald community tabloid: Steve Thomas reviewed the concept that the BID had decided on for the four different issues in the PG Community section of the Monterey Herald. The first being Restaurants; second Service Industry; third, Professional Services; and fourth, retail. Steve is currently working on the ad for the May, 2019 issue.*
- *Report on Restaurant Week, June 3-9: Steve Thomas did a live presentation of the Restaurant Week website for the BID members. This event will be rolling out the week prior to the US Open. Thomas announced that the Facebook Page has been launched and the website launch is scheduled for May 3rd. There are more than twelve restaurants participating and each restaurant will promote their own specific specials and offerings. The BID members were very pleased with the clean logo presented by Steve and his company.*

5. Adjourn: *McMahon adjourned the meeting at 9:30 a.m.*

Attendees:

Tom McMahon - Monterey Bay Laundry

Kim Poulin - Pacific Grove Plaza

Marietta Bain- Fandango Restaurant

Matthew Bosworth - Rabobank

Tony Gamecho - Grand Avenue Flooring and Interiors

Moe Ammar - PG Chamber

Hector Chavez - Winning Wheels

Ron Schenk - St. Vincent DePaul

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, May 1st 2019, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:31 a.m.

1. Welcome: *Tom McMahon opened the meeting.*

2. Public Comments:

Ammar notified the BID members of the Beacon House Open House being held on May 16th, 2019. The invitations will be going out very soon to all BID and Chamber members.

3. Approval of minutes of April 2019 meeting: *BID members unanimously approved the April minutes.*

4. Old Business:

- Report on purchasing 9 flower baskets at downtown light poles between Holly's Café (16th Street) and the Post Office: *Ammar informed the BID members that the EDC did decide again to match the BID's contribution for the 9 additional flower baskets. The EDC will be paying for four and the BID, five. These baskets have been ordered and will arrive before July 4th, 2019.*

Tony Gamecho suggested that additional signage be considered for other businesses located on the side streets off Lighthouse Ave. in downtown. A few others in attendance also brought up improvement to the lighting on Lighthouse Ave. Ammar suggested that both of these items be added to future agendas to be discussed.

- Update on upcoming events:

1. Bike Night May 3rd, 5:00 to 8:00p.m.: *Ammar announced that due to the decline in those attending the First Friday events in PG, the Chamber set up a Bike Night event to try to draw in a larger crowd. This will be held for the first time on May 3, 2019 from 5-8pm. The Chamber will be giving out T-shirts, holding a best decorated bike contest, prizes, music, dancing and more! If the event is well received, there may be more events like this in the future.*

2. U.S. Open, June 10-16: *Ammar reported that they are anticipating to be transporting 4-5000 people to and from the event. All those using the*

shuttle will receive a “passport”, which is a tourist guide for the local area.

3. *Feast of Lanterns, July 25-27 and lanterns on downtown trees: Ammar reported that unfortunately, this year, three events have been dropped from the original lineup due to a lack of volunteers. Tessuti Zoo will provide the lanterns again this year. These will be displayed in the trees about one more prior to the event.*
- *Report on new businesses downtown: Ammar announced that there are two new art galleries and a JR Rouse real estate office in addition to Clementine’s that have recently opened in downtown.*

New Business:

- *Discuss and approve ad concept in Monterey County Herald community tabloid: Steve Thomas reviewed the concept that the BID had decided on for the four different issues in the PG Community section of the Monterey Herald. The first being Restaurants; second Service Industry; third, Professional Services; and fourth, retail. Steve is currently working on the ad for the May, 2019 issue.*
- *Report on Restaurant Week, June 3-9: Steve Thomas did a live presentation of the Restaurant Week website for the BID members. This event will be rolling out the week prior to the US Open. Thomas announced that the Facebook Page has been launched and the website launch is scheduled for May 3rd. There are more than twelve restaurants participating and each restaurant will promote their own specific specials and offerings. The BID members were very pleased with the clean logo presented by Steve and his company.*

5. Adjourn: *McMahon adjourned the meeting at 9:30 a.m.*

Attendees:

Tom McMahon - Monterey Bay Laundry

Kim Poulin - Pacific Grove Plaza

Marietta Bain- Fandango Restaurant

Matthew Bosworth - Rabobank

Tony Gamecho - Grand Avenue Flooring and Interiors

Moe Ammar - PG Chamber

Hector Chavez - Winning Wheels

Ron Schenk - St. Vincent DePaul