

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting  
Wednesday, June 5<sup>th</sup>, 2019, 8:32 a.m. – 9:31 a.m.  
City Hall/City Manager Conference Room  
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:32 a.m.

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

2. Public Comments:

*Rudy Fisher was in attendance and expressed his appreciation for the banners on the light poles downtown advertising the U.S. Open. Ammar reported that the banners were put together by the Chamber and would be for sale after the event. Rudy also notified the BID that approximately 48-acre feet of water is now available in Pacific Grove.*

*Ammar informed the BID that Peter and other members of the Chamber staff had been out cleaning up Highway 68 and collected 4 large bags of trash.*

*Joe Rombi's restaurant is closing. The last day will be 06/05/2019.*

*Sage Lang with Monterey Bay Community Power (MBCP) was in attendance to speak to the BID about the Electric Vehicle Program and what incentives they have to offer local residents and customers. MBCP is a community choice energy agency and a locally controlled not-for-profit. MBCP is not taxpayer funded and supports Tri-County economic vitality by providing cleaner energy at a lower cost, supporting low-income rate payers, and funding local renewable energy projects.*

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

4. Congratulate and honor Mr. Charlie Higuera on his 50 years in business at Grove Market. *Mr. Charlie Higuera was in attendance. Ammar and the BID thanked him for his hard work and job well done!*

5. Old Business:

A. Report on U.S. Open at Pebble Beach

*Ammar reported that the U.S. Open has exceeded the investment made by the Chamber. They will have 4-6 buses (based on demand) transporting to and from the event. They have been pre-selling tickets in advance and have increased ticket sales over 2000 and 2010. It was also reported that local PG restaurants were booking up with private groups Thursday through Saturday.*

- B. Receive an update on Restaurant Week  
*Steve Thomas updated the BID on the event. Since the website went live in May, PG Restaurant Week has been advertised on Facebook, Instagram, in the Weekly Newspaper, the Herald, as well as an Eblast from the BID. The event had 18,000 interactions, 375 comments and 26,000 views on social media. Overall, a positive outcome the first time around. The website will remain active so those who choose to participate may utilize this.*
- C. Review Herald's Community Focus & BID Ad  
*Steve Thomas discussed the current Ad (May 2019) in the Herald. This ad focused on Professional Services.*
- D. Update on downtown lighting 10 medians in center of Lighthouse Avenue. *PG public works is currently working on this.*
- E. Discuss the placement of directional sign on Pine Avenue highlighting downtown shopping district. *The placement for the directional sign on Pine Ave is still being discussed, as it would be best to have where visitors will see it. The cost is approximately, \$3-\$5K.*

6. New Business:

- Receive an update on Car Week August 2019. *Pacific Grove will be hosting a number of events this year. The Little Car Show, the auction event at the PG Golf Course, and the PG Auto Rally Rotary event.*

7. Adjourn: *McMahon adjourned the meeting at 9:31 a.m.*

**Attendees:**

Tom McMahon - Monterey Bay Laundry  
Kim Poulin - Pacific Grove Plaza  
Marietta Bain- Fandango Restaurant  
Matthew Bosworth - Rabobank

Moe Ammar - PG Chamber  
Hector Chavez - Winning Wheels  
Ron Schenk - St. Vincent DePaul