

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, August 7th, 2019, 8:32 a.m. – 9:30 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:

Ammar informed the BID that Neil from Jameson's Motorcycle Museum was looking to add "Museum" to the current street signage. However, the Museum is only open on Saturdays and Sundays, so it doesn't validate adding the signage.

3. Approval of minutes of June 2019 meeting: *This will be added to the September 2019 Agenda.*

4. Old Business:

- Report on the VW Treffen Car Show July 24th and receive an update on car week events. *Ammar informed the BID of 2 new events in Pacific Grove for car week on Lighthouse Ave.*

- Receive and update on Holman's Project. *Ammar reported to the BID that the Holman building has not yet received their Occupancy Certificate and it will be awhile before they are able to obtain this. Those new owners that were promised to occupy as of 07/01 have been relocated to comparable living in the area at no cost to them.*

- Update on the traffic / speed on Lighthouse Ave. *The BID members discussed the traffic and speed on Lighthouse Ave. Requests have been made to the city to repaint the signage for 15MPH on the pavement and to engage the Police Department to aid in slowing traffic.*

5. New Business:

- Discuss and approve eliminating the holiday open house promotion. *Emily from Tessuti Zoo was in attendance and shared some great ideas to continue the open house concept but expand it and make it "more". It would be great to regenerate an event downtown to promote, advertise and motivate local businesses to participate. The BID discussed moving the date of the event and piggybacking off of "Small Business Saturday". The BID voted to move the event and passed unanimously. This would also space out the events timewise. The BID will discuss more details at the September meeting.*

The Parade of Lights event will be discussed at the September meeting.

- Discuss the possibility of recognizing downtown business owners or honoring them by the BID advisory Board. *Ammar suggested that the BID recognize other downtown business owners. Ammar will provide a list of Businesses for the BID to consider.*
- Review First Friday and support the event. *Adrienne from Artisana Gallery was in attendance soliciting funds for advertising for the First Friday events. The BID voted to continue with the \$1,000 already granted, plus pay an additional \$1,300 for three ads in the Weekly Newspaper. This motion passed unanimously.*
- Update on installation of monarch butterflies downtown. *Emily at Tessuti Zoo has ordered and paid for the butterflies and they will be here by 9/1.*

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

Attendees:

Tom McMahon - Monterey Bay Laundry

Moe Ammar - PG Chamber

Kim Poulin - Pacific Grove Plaza

Hector Chavez - Winning Wheels

Tony Gamecho - Grand Avenue Flooring and Interiors