

## Pacific Grove Business Improvement District Meeting Minutes

### Downtown Business Improvement District Meeting

Wednesday, February 3rd, 2021 8:30 a.m.

This meeting was held virtually on Zoom

1. Administrator Moe Ammar opened the meeting at: 8:32 am
2. Public Comments:
  - Chairwoman Liz Jacobs requested an update from Advisory Board Member Hector Chavez in regards to electric bicycle charging station. Chavez will research matter and see if he can track the supplier.

3. Election of Advisory Board  
Kim Poulin – Pacific Grove Plaza  
Matt Bosworth – Mechanics Bank  
Debbie Reynolds – Second Look Wall Art

were re-elected to serve on the Board from July 1, 2021 till June 30, 2023

Stephanie Loftus – The Quill was elected to replace Tony Gamecho of Grand Avenue Flooring through June 30<sup>th</sup>, 2022

Results of the election will be forwarded to the City Council for approval with the annual report early March 2021

4. Discussed the BID's social media program. Steve Thomas of TBC Communication reported on data of all social media channels. Likes, fans, and followings steadily increasing. Chamber to look into hosting a seminar on increasing social media following for small businesses. Peter Munteer to forward SCORE info for seminars to Liz Jacobs for selection and direction.
5. Received a lot of input on what to include in BID's full-page ad in the Monterey County Herald. Concluded that the focus should be generic in nature. Board will consider a checklist of things to do in Downtown Pacific Grove as part of the content. Steve will design the full-page ad and share it with Liz Jacobs
6. Approved hosting spring promotional event downtown. Title, details, and promotional plan to follow. Item is budgeted
7. Board requested update BID database from Lori Frati at City Hall
8. Adjourn: *Administrator Moe Ammar adjourned the meeting at 9:28 a.m.*

#### **Attendees:**

Matthew Bosworth – Mechanics Bank  
Debi Reynolds – Second Look Wall Art  
Marietta Bain – Fandango Restaurant  
Hector Chavez – Winning Wheels  
Liz Jacobs – Wild Fish  
Moe Ammar - PG Chamber