Agenda

ECONOMIC DEVELOPMENT COMMISSION

Thursday, Oct 11, 2018 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) **Call to Order / Roll Call**
2) **Approval of Agenda**
3) **Commissioner and Council Liaison Announcements**
4) **Public Comments**

   (Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

5) **Approval of Minutes**
   a) Sept 13, 2018 **(p.2)**
6) **Unfinished/Ongoing**
   a) EDC Financial Report. *Reference: Jacquie Atchison* **(p.4)**
   b) Oceanview Blvd Wayfinding Signage. *Reference: Moe Ammar* **(p.5)**
7) **New Business**
8) **Reports**
   a) Economic Development Report**.** *Reference: Mark Brodeur*
      - Zoning Definitions

   b) BID and Chamber Report. *Reference: Moe Ammar*
      - Update on City Council's decision on increasing business fees/permits
      - Branding Study by MIIS **(p.7)**

Next meeting: November 8, 2018 4:00pm

Minutes - Draft

ECONOMIC DEVELOPMENT COMMISSION

Thursday, Sept 13, 2018 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) **Call to Order / Roll Call**

   Present: Chair Jacquie Atchison, Secretary Kirsten McGrath, Richard Stillwell, Marietta Bain, Julie Davis, Phillip Benson, Moe Ammar, Alan Cohen
   Absent: Vice Chair Addeman, Willy Nelson, City Council Liaison Mayor Bill Kampe

2) **Approval of Agenda: motion by Benson to approve with the change of moving Item 7c to 7a, seconded by Davis, passed unanimously**

3) **Commissioner and Council Liaison Announcements:** *Ammar commented that the candidate debate was very successful with over 200 in attendance.*

4) **Public Comments** - None

5) **Approval of Minutes**

   a) August 9, 2018: **Ammar moved to approve, Atchison seconded, passed unanimously.**

6) **Unfinished/Ongoing**

   a) EDC Financial Report. *Chair Atchison provided an update on the status of the EDC's budget to date.*

7) **New Business**

   a) Limitations on Thrift/Resale/Consignment. *Discussed redefining resale and thrift shops to exclude antique stores. Mark Brodeur to bring back definitions of the appropriate businesses to include in this ordinance*. **Ammar moved to separate Antiques from the list and limit to 8 antique stores downtown. Davis seconded, passed unanimously.**

   b) Presentation on a proposal to update the Community Profile and provide another year of Market Analytics. *The EDC agreed with Mark Brodeur's recommendation that we only request this report every 3-5 years*. **Motion to decline this proposal by Benson, Ammar seconded, passed unanimously**.

   c) Shortage of labor in hospitality industry: *Julie V. Davis reported about the drain on workforce in the Hospitality industry due to housing costs. Right now 250 cooks' jobs are open. Something needs to be done to provide workforce housing in the area so we can keep our workers local*.

8) Reports

a) Economic Development Report**.** *Reference: Mark Brodeur*

- Hotel Durrell was approved
- Cell tower at high school was approved
- Holman is moving forward, allowed to work weekends to speed things up.
- Tinnery/Lattitudes Building - code enforcement had to get involved, progress is very slow.
- ATC nothing to report

b) BID and Chamber Report. *Reference: Moe Ammar*

- Thanked commissioners for supporting 520 / 522 Lighthouse and Hotel Durrell, handed out Calendar of events

Next meeting: Oct 11, 2018 4:00pm

Adjourned 5:17

Respectfully submitted by Kirsten McGrath

EDC Budget 2018-19

As of 10/8/18

Date	Description	Amount	Balance
07/01/18	Beginning Budget	$38,126.00	$38,126.00
07/12/18	Welcome Banners Sunset to Sinex at Forest	$2,800.00	$35,326.00
08/09/18	Butterfly Days Sponsorship	$3,000.00	$32,326.00
08/10/18	First Friday Sponsorship	$3,000.00	$29,326.00
08/10/18	Banners on Syida-Sunset	$3,150.00	$26,176.00

To: Economic Development Commission
From: Moe Ammar, Pacific Grove Chamber of Commerce
Meeting: Thursday October 11th, 2018, 4:00 p.m.
Subject: Welcome to Pacific Grove Sign, Ocean View Boulevard

RECOMMENDATIONS
Discuss and approve purchasing a Welcome to Pacific Grove sign and install it on Ocean View between Dewey and First Street

BACKGROUND
Pacific Grove continues to suffer from lack of adequate name recognition. Unlike neighboring Monterey, Carmel, and Pebble Beach, Pacific Grove lacks comparable brand name awareness among visitors to the peninsula. Visitors to attractions in Pacific Grove frequently assume that they are in Monterey. Statewide, it is confused with Pacifica and Pacific Palisades. All major entrances to the City feature a Welcome to Pacific Grove sign. Holman Highway, Central Avenue, Lighthouse Avenue have such a sign. However, the sign on Ocean View Boulevard is posted at the bottom of Eardley and not visible to any vehicular traffic.

RESEARCH
On Tuesday, September 4th, 2018 a team of City leaders and Chamber staff toured Ocean View Boulevard to evaluate this major entrance to Pacific Grove. Ocean View Boulevard is clearly the most frequent entrance utilized by Aquarium visitors, tour buses, and the preferred route to 17-Mile Drive from Monterey.

CONCLUSION
The research team concluded that the best location for a Welcome sign would be on Ocean View Boulevard between 177 and 181 Ocean View Boulevard. See photo attached.

FISCAL IMPACT
The cost of the sign is $3,945.19. It will be similar to all Welcome signs and produced by SignWorks, the company that handles the City's wood-carved signs. The City self regulates public signs that are consistent with the sign guidelines.

ATTACHMENT
- Photo of sign at proposed location

Respectfully submitted by

M Ammar

Moe Ammar
Pacific Grove Chamber of Commerce

WELCOME TO
PACIFIC GROVE

Middlebury Institute of International Studies at Monterey Social Enterprise Consulting

Statement of Work

Date: Thursday 20 September, 2018

COMPANY or ORGANIZATION

Name of company/organization: Pacific Grove Chamber of Commerce

Address: 100 Central Avenue,

City: Pacific Grove

State: CA

Zip code: 93950

Primary Company Contact

Name: Moe Ammar

Title: Chamber of Commerce

Email: moeammar@pacificgrove.org

Phone: (831) 324-4668

Project Proposal: Branding Strategy

To be prepared by:

- Arti Dhar
- Asmita Jain
- Christina Brook
- Cole Mellino
- Matt Salyer
- Yanyan (Irene) Wang

Problem Statement:

> Pacific Grove Chamber of Commerce has identified an issue with their brand identity and how it fails to capture the tourism potential.

Key Objectives

The objectives of this project are the following:

1. **Objective I | Data Gathering & Analysis:** SE Consult will collect and analyze quantitative and qualitative data regarding the current perception of Pacific Grove and the potential for leverage
2. **Objective II | Re-branding:** Assess options for re-branding

3. **Objective III | Alterations for Branding Strategy:** Evaluate the necessary changes to launch and leverage the new branding strategy

Methodology

Data Gathering & Analysis

- Conducting Surveys
- Gather Data Analytics
    - Hearst Media
    - Social Media Traffic
    - Website Traffic

Re-branding

- Consider alternative tag-lines
- Define standardized brand guidelines, particularly a color scheme
- Initiate plan to focus on the border of Pacific Grove

Alterations

- Brochures/Maps
- Signs
- Website
- Social Media

Benchmark Branding

- Base branding strategy on best practices of other cities.

Client's Role

To help achieve smooth and successful implementation of this project, it will be the client's responsibility to do the following:

- Offer information and data related to current and potential audience

The team will be in contact with the Moe Ammar on a weekly basis to inform him/her of progress. The contact's role will be to maintain correspondence with the team and provide feedback as needed.

Deliverables

At the end of the project, the final written report will be distributed along with an electronic copy of the report. The electronic copy will include any data files and analysis. Time permitting, the team will also make a presentation to the client

Tentative Schedule

[~Oct 20] Check-In | Present Current Findings

[~Nov 20] Check-In | Present Findings and Receive Feedback

[Nov 20 – Dec 10] Craft Recommendations

[Dec 10] Produce & Present Final Deliverable

Acceptance

The student team at Middlebury Institute of International Studies at Monterey (MIIS) has provided in this proposal the responsibilities of the team and the client. The criteria for this project have been outlined according to the information given by representatives of Pacific Grove Chamber of Commerce. Disapproval on any part of the proposal must be brought to the attention of the team as soon as possible. The team will make every effort to make the changes necessary to meet the needs of the project. The signatures below show that all parties have read and accept this project proposal in its entirety.

MIIS Students

Arti Dhar	Signature:	Date: 9/25/18
Asmita Jain	Signature:	Date: 9/25/18
Christina Brook	Signature:	Date: 9/25/2018.
Cole Mellino	Signature:	Date: 9/25/18
Matt Salyer	Signature:	Date: 9/25/18
Irene Wang	Signature:	Date: 9/25/18

Faculty

D. Sciglimpaglia	Signature:	Date: 9/25/18

Company Sponsor

Company contact for signature and contract authority:

Name: Moe Ammar	Signature:	Date:

Title: Chambers of Commerce

Email: moeammar@pacificgrove.org

Phone: (831) 324-4668