



Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, February 8, 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) December 14, 2017 (**Attachment A**)

6) Unfinished/Ongoing

- a) **Unlimited Uses on Lighthouse Avenue Report.** Status report. *Reference: Alan Cohen*
b) **Discussion on Branding.** Take action if necessary. *Reference: Alan Cohen*
c) **Hotel Durell Progress Report.** Status report. *Reference: Laurel O'Halloran*

7) New Business

- a) **Open Discussion on Alternative Locations for Butterfly Mural**
b) **Open Discussion on future EDC Agenda items.**

8) Reports of Staff

- a) **Update on the proposed mixed use four-story structure at 522 Lighthouse Ave.** Receive as information. *Reference: Laurel O'Halloran*
b) **Status update on 301 Grand Ave.** Receive as information. *Reference: Laurel O'Halloran*

Next meeting: March 8, 2018 4:00pm

Adjournment

THIS MEETING IS OPEN TO THE PUBLIC AND ALL INTERESTED PERSONS ARE WELCOME TO ATTEND. THE CITY OF PACIFIC GROVE DOES NOT DISCRIMINATE AGAINST INDIVIDUALS WITH DISABILITIES AND MEETINGS ARE HELD IN ACCESSIBLE FACILITIES.

Minutes of the Economic Development Commission Regular Meeting
December 14, 2017

- b) Discussion on Branding Action. Rudy Fischer and Mark Brodeur presented our current branding for the city of Pacific Grove. We have two tag lines: The Last Hometown and Butterfly Town USA. The council has taken branding off the budget and will not be addressing branding. Pacific Grove should have consistent and meaningful branding.
- c) Hotel Durrell Progress Report Action. Mark Brodeur presented progress on Hotel Durrell

8) New Business

- a) Open Discussion on Alternative Locations for Butterfly Mural

The Board of the Museum has decided that they do not want the butterfly mural on the building and would prefer to hang banners. Discussion concluded that a good location may be the library. Mark will go to the Library Board with a proposal.

- b) Economic Development Commission Budget Update (Attachment C).

Current Balance 29,120.13

Next meeting January 11, 2018 4:00pm

Adjournment 5:10

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