



Notice of Special Meeting

ECONOMIC DEVELOPMENT COMMISSION

Thursday, March 15, 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) N/A

6) Unfinished/Ongoing

a) Review Request from CSUMB Start Up Challenge and Certified Folder Display (Attachment A Page 2): *Reference: Jacquie Atchison*

b) PGMC 23.64.290 (Attachment B Page 5): Discussion on Changing Minimum Requirements for Drinking Establishments, and take action, if necessary. *Reference: Jacquie Atchison*

c) Restricting Ground Floor Businesses on Lighthouse Avenue: Discussion and take action, if necessary. *Reference: Mark Brodeur*

7) New Business

a) Schedule Business Walk: *Reference: Jacquie Atchison*

8) Reports

a) BID and Chamber Report *Reference: Moe Ammar*

b) Economic Development Report and Update on Façade Improvement Program:
Reference: Mark Brodeur

Next meeting: April 12, 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.

SUPERION
 DATE: 03/06/2018
 TIME: 11:45:42

CITY OF PACIFIC GROVE
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
 AUDIT21

SELECTION CRITERIA: expLedgr.key_orgn='201' and expLedgr.account='5471'
 ACCOUNTING PERIODS: 1/18 THRU 9/18

SORTED BY: FUND,TOTAL DIVISION,ACCOUNT

TOTALED ON: TOTAL DIVISION

PAGE BREAKS ON:

FUND - 01 - GENERAL FUND
 DIVISION - 201 - PLANNING & BUILDING

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES DESCRIPTION	CUMULATIVE BALANCE
01-20-201-201 - PLANNING & BUILDING								
5471			CONTRIBUTIONS		.00	.00	.00 BEGINNING BALANCE	
06/30/17	11-1				36,572.10		POSTED FROM BUDGET SYSTEM	
07/13/17	19-1		AC17.38R			-2,990.63	BANNERS	
07/13/17	21-1		86128	2707 TRUCKSIS ENTERPR		2,990.63	.00 BANNERS	
09/22/17	21-3		86873	6321 SARAH'S DESIGN		865.00	.00 BUTTERFLY DAYS	
09/22/17	21-3		86793	7484 ALL AMERICAN MAI		1,206.42	.00 MAILING SERVICES	
09/22/17	21-3		86809	8257 CLARE NOVAK & MI		2,500.00	.00 EDC CONTRIBUTION	
10/05/17	21-4		87007	2028 PACIFIC GROVE CH		2,000.00	.00 BUTTERFLIES FOR TREES	
10/12/17	20-4		86809	8257 CLARE NOVAK & MI		-2,500.00	.00 EDC CONTRIBUTION	
10/12/17	21-4		87047	8284 INK DWELL LLC		2,500.00	.00 EDC CONTRIBUTION	
10/20/17	21-4		87098	6321 SARAH'S DESIGN		500.00	.00 CONTRIT EDC BUTTERFLY	
10/26/17	21-4		87179	8300 DIXIE LAYNE		380.55	.00 EDC-BUTTERFLY DAYS	
12/15/17	21-6		87616	8043 ON-TRACK STUDIO		115.00	.00 EDITING FOR PG PROMO	
12/21/17	21-6		87668	4943 US BANK CORPORAT		3,815.92	.00 BRODEUR CC CHARGES	
12/22/17	21-6		87700	5370 CEDAR STREET TIM		175.00	.00 EDC 1ST FRIDAY	
12/22/17	21-6		87700	5370 CEDAR STREET TIM		175.00	.00 EDC 1ST FRIDAY	
12/22/17	21-6		87699	494 CARMEL PINE CONE		249.00	.00 CONT EDC 13TH FRIDAY	
12/27/17	21-6		87772	1758 MONTEREY COUNTY		184.00	.00 ADVERTISING/CHAMBER	
01/19/18	21-7		87950	4943 US BANK CORPORAT		500.00	.00 BRODEUR CC CHARGES	
02/09/18	21-8		88085	7421 ADRIANNE JONSON		967.00	.00 REIB EDC 1ST FIRDAY	
TOTAL			CONTRIBUTIONS		36,572.10	13,632.89	.00	22,939.21
TOTAL TOTAL DIVISION - PLANNING & BUILDING								
TOTAL					36,572.10	13,632.89	.00	22,939.21
TOTAL REPORT								
TOTAL					36,572.10	13,632.89	.00	22,939.21



2018 Startup Challenge Sponsorship Packages

Sponsorship Level	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
BENEFITS				
Company Logo with company website link featured as a major sponsor on StartupMontereyBay.com Home page	X			
Invited to present award to Main Street division winner at Venture Showcase on May 12, 2018	X			
Company listed as a major sponsor on press release and newspaper advertisements for May 12, 2018 event	X	X		
Company logo with thank you for sponsorship posted on Startup Monterey Bay social media sites	X	X		
Company acknowledged as a sponsor during Startup Challenge workshop presentations to participants	X	X	X	
Company logo featured on Sponsor page in Venture Showcase program	X	X	X	
Company logo with website link on Sponsor page of StartupMontereyBay.com website	X	X	X	X
Company invited to set up table at Venture Showcase event on May 12, 2018 at CSUMB @ Salinas City Center	X	X	X	X
Sponsorship recognition during Venture Showcase May 12, 2018 event at CSUMB @ Salinas City Center	X	X	X	X

For more information about sponsorships contact:
 Brad Barbeau at bbarbeau@csumb.edu (831-582-4288) or Mary Jo Zenk at mzenk@csumb.edu (831-582-3230)



DISTRIBUTION SERVICE AGREEMENT

RENEWAL

SALESPERSON: 021100 - Victoria Tackett
 ADVERTISER ID: 128118
SHIP TO:
 ADVERTISER: City of Pacific Grove
 CONTACT: Mark Brodeur, EDC
 EMAIL:
 ADDRESS1: 300 Forest Ave
 ADDRESS2: Pacific Grove
 CITY: Pacific Grove
 STATE: CA ZIP: 93950
 PHONE: (831) 648-3100 FAX:
 ADDRESS1: 300 Forest Ave
 ADDRESS2: Pacific Grove
 CITY: Pacific Grove
 STATE: CA ZIP: 93950
 PHONE: (831) 648-3100 FAX:
 BILL TO:
 ADVERTISER: City of Pacific Grove
 CONTACT: Mark Brodeur
 WEB SITE:
 ADDRESS1: 300 Forest Ave
 ADDRESS2: Pacific Grove
 CITY: Pacific Grove
 STATE: CA ZIP: 93950
 PHONE: (831) 648-3100 FAX:

FEDERAL TAX ID: 94-6000388 REF: 17-0103780

DATE: 03/05/2018
 CONTRACT: 18-0107493 REV: 00001
 START DATE: 04/15/2018
 END DATE: 04/14/2019

NAME OF BROCHURE / PUBLICATION:
Pacific Grove

INVENTORY ID NUMBER: 014797

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTHS	GROSS FEE	SPEC	NET FEE
1-VM-2-NC/MC	Monterey Bay Area (Super Cities)	203	04/15/18	04/14/19	380.80	12	4,569.60	-456.96	0.00
11-BR-11-AP/IRY	Monterey Regional Airport	1	04/15/18	04/14/19	25.00	12	300.00	-30.00	0.00
<p>TOTAL NET FEE: 4,382.64 APPLICABLE SALES TAX: 0.00 TOTAL FEE: 4,382.64</p>									

COMMENTS/SPECIAL INSTRUCTIONS:

APPROVED BY ADVERTISER

AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

Your Signature: _____ Date: _____
 Name (print): _____
 Title: _____

APPROVED BY (Certified Folder Display corporate office)

Signature: _____
 Name (print): _____
 Title: _____
 Print Date: March 05, 2018 at 3:59 PM

MONTHLY BILLING SCHEDULE (Including applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	Amount
Mar	182.61
Apr	547.83
May	365.22
Jun	365.22
Jul	365.22
Aug	365.22
Sept	365.22
Oct	365.22
Nov	365.22
Dec	365.22
Jan	365.22
Feb	365.22
Mar	365.22

PREPAYMENT OPTION

PREPAYMENT DISCOUNT (Please check one)
 Yes No (8.00% on all applicable programs)

TOTAL PREPAID FEE

TOTAL NET FEE: 4,382.64
 SUBTOTAL: (350.61)
 APPLICABLE SALES TAX: 0.00
4,032.03

23.64.290 Alcoholic beverage sales.

(a) Failure to maintain food service or any other applicable requirements of this section or failure to comply with any conditions of the use permit or administrative use permit shall be grounds for revocation of the use permit or administrative use permit granted, in addition to subjecting the persons responsible therefor to penalties under this code. Revocation may be effected by the planning commission, for use permits, or zoning administrator, for administrative use permits, after a public hearing to which the operator has had 10 days' notice by certified mail, and in which the review authority finds that the operator of the restaurant has not maintained food service or any other applicable requirements herein or has not complied with all permit conditions. In the event that service by certified mail is not effected, service may be by personal service on the operator, or if personal service is not effected, the property shall be posted with a notice of the hearing, and a copy of the notice shall be published in an official newspaper of this city.

(b) The administrative use permit and use permit procedures shall be as set forth in PGMC [23.70.030](#) and [23.70.080](#), respectively. For any use listed in this section which has an approved administrative use permit or use permit, no additional community development permit is required to establish alcoholic beverage service for that use as long as such service is provided in accordance with this section. Exception: subsection (c) of this section shall continue to apply.

(c) In addition to the permit requirements provided in Table 23.31.030, restaurants may be permitted to serve or sell alcoholic beverages:

(1) Where said eating establishments are located on premises owned by a public entity, as defined in Section [23824](#) of the Business and Professions Code of the state of California; provided, that a use permit is obtained; and

(2) In any R-3-M zone where said restaurant has been constructed under a variance, or as an accessory use under a use permit.

(d) Minimum Requirements for Eating Establishments Serving Alcoholic Beverages.

(1) Restaurants and Specialty Restaurants.

(A) Any sale of alcoholic beverages shall be subordinate to the primary use, and shall comply with the State Alcoholic Beverage Control (ABC) license requirements for a "bona fide public eating place";

(B) Amplified and unamplified music and entertainment are allowed indoors, and shall not generate noise in excess of 70 dB (65 dB between the hours of 10:00 p.m. and 7:00 a.m.) at the property line of any such site. Amplified and unamplified music and entertainment are allowed outdoors between the hours of 7:00 a.m. and 10:00 p.m., and shall not generate noise in excess of 70 dB measured at the property line of any such site; and

(C) Outdoor seating is allowed in compliance with PGMC [15.16.045](#) and [23.64.134](#).

(2) Pub and Brew Pub.

(A) All alcoholic beverage and food service to customers shall be discontinued between the hours of 12:00 a.m. and 7:00 a.m.;

(B) The business shall comply with the ABC license requirements for a “bona fide public eating place”;

(C) All foods from the standard menu shall be available for purchase during all but the opening and closing hours of alcoholic beverage service. This may include different menus for breakfast, lunch and dinner meals; and

(D) Amplified and unamplified music and entertainment are allowed indoors, and shall not generate noise in excess of 70 dB (65 dB between the hours of 10:00 p.m. and 12:00 a.m.) at the property line of any such site. Amplified and unamplified music and entertainment are allowed outdoors between the hours of 7:00 a.m. and 10:00 p.m., and shall not generate noise in excess of 70 dB measured at the property line of any such site.

(e) Minimum Requirements for Drinking Establishments.

(1) Wine Bar.

(A) All alcoholic beverage and food service to customers shall be discontinued between the hours of 12:00 a.m. and 7:00 a.m.;

(B) Food must be available during all hours of operation, but may be limited to snacks, appetizers, small plates, or other similar offerings; and

(C) Amplified and unamplified music and entertainment are allowed indoors, and shall not generate noise in excess of 70 dB (65 dB between the hours of 10:00 p.m. and 12:00 a.m.) at the property line of any such site. Amplified and unamplified music and entertainment are allowed outdoors between the hours of 7:00 a.m. and 10:00 p.m., and shall not generate noise in excess of 70 dB measured at the property line of any such site.

(2) Wine Tasting Room.

(A) All alcoholic beverage service to customers shall be discontinued between the hours of 12:00 a.m. and 7:00 a.m.; and

(B) Amplified and unamplified music and entertainment are allowed indoors, and shall not generate noise in excess of 70 dB (65 dB between the hours of 10:00 p.m. and 12:00 a.m.) at the property line of any such site. Amplified and unamplified music and entertainment are allowed outdoors between the hours of 7:00 a.m. and 10:00 p.m., and shall not generate noise in excess of 70 dB measured at the property line of any such site.

(3) Micro-Brewery.

(A) All alcoholic beverage service to customers shall be discontinued between the hours of 12:00 a.m. and 7:00 a.m.; and

(B) Amplified and unamplified music and entertainment are allowed indoors, and shall not generate noise in excess of 70 dB (65 dB between the hours of 10:00 p.m. and 12:00 a.m.) at the property line of any such site. Amplified and unamplified music and entertainment are allowed outdoors between the hours of 7:00 a.m. and 10:00 p.m., and shall not generate noise in excess of 70 dB measured at the property line of any such site.

Table 23.64.290 Summary of Minimum Requirements for Establishments Serving Alcoholic Beverages ¹					
	Alcoholic Beverages Allowed	Food Service Required	Hours of Food and Alcoholic Beverage Service	Amplified Music and Entertainment	Seating on Public Sidewalks
Eating Establishments					
Restaurant and specialty restaurant	Beer, wine and distilled spirits	Bona fide public eating place	No limits	Allowed per PGMC 23.64.290(d)(1)(B)	Allowed per PGMC 15.16.045 and 23.64.134
Pub and brew pub	Beer, wine and distilled spirits	Bona fide public eating place	No service 12:00 a.m. – 7:00 a.m.	Allowed per PGMC 23.64.290(d)(2)(D)	Not allowed
Drinking Establishments					
Wine bar	Beer and wine	Snacks, appetizers, or small plates	No service 12:00 a.m. – 7:00 a.m.	Allowed per PGMC 23.64.290(e)(1)(C)	Not allowed
Wine tasting room	Wine tasting	None	No service 12:00 a.m. – 7:00 a.m.	Allowed per PGMC 23.64.290(e)(2)(B)	Not allowed
Micro-brewery	Beer tasting	None	No service 12:00 a.m. – 7:00 a.m.	Allowed per PGMC 23.64.290(e)(3)(B)	Not allowed

This table presents a summary of requirements only. For a complete set of requirements, see PGMC [23.64.290\(d\)](#) through (f).