



Minutes

ECONOMIC DEVELOPMENT COMMISSION

Thursday, April 12, 2018 4:00 P.M.

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

1) Call to Order / Roll Call

Present: Chair Atchison, Vice Chair Addeman, Secretary McGrath, Richard Stillwell, Marietta Bain, Julie Davis, Willy Nelson, Phillip Benson, Moe Ammar, Allan Cohen

Absent: City Council Liaison Mayor Bill Kampe

2) Approval of Agenda

Motion to approve by Cohen, seconded by Nelson; passed unanimously

3) Presentation

a) Placemaking/Branding Reference: Jane Haines (**Attachment A**)

Jane presented an extensive amount of research and ideas for placemaking in Pacific Grove. She is looking for someone to take over

4) Commissioner and Council Liaison Announcements **NONE**

5) Public Comments **NONE**

(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.)

6) Approval of Minutes

a) February 8, 2018 Motion to approve by Davis, seconded by Nelson; passed unanimously

b) March 15, 2018 Motion to approve by Benson, seconded by Cohen; passed unanimously

7) Unfinished/Ongoing

a) **Schedule Business Walk** Reference: *Jacquie Atchison* business walk is Scheduled for may 17, meet at 9:30 at City Hall

b) **Review of LEAP Recommendations (Attachment D)** Discussion and take action if necessary. Reference: *Jacquie Atchison*. Motion by Ammar to start banners up Forest (10) same design as Central, seconded by Atchison; passed unanimously

8) New Business

a) **Request of funding for more hanging baskets in Downtown** Discussion and take action if necessary. Reference: *Moe Ammar*. Motion by Atchison to provide 4000.00 for hanging baskets and 4000.00 for wayfinding sign at Forest Hill, seconded by Cohen; passed unanimously

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.

9) Reports

- a) **BID and Chamber Report** *Reference: Moe Ammar* Good Old days a success with no weather problems.

Expressed the possibility for Music in the Park at Lovers Point in the summer

- b) **Economic Development Report and Update on Ordinance Proposals on Drinking Establishments and Restricting Lighthouse Ave Businesses:** *Reference: Mark Brodeur*

Mark will write up a draft ordinance to clarify our changes and present to council may 3.

Next meeting: May 10, 2018 4:00pm

Adjournment 5:34

Respectfully Submitted by Kirsten McGrath Secretary EDC

A handwritten signature in black ink, appearing to read 'KMG', with a long horizontal flourish extending to the right.