



Notice of Regular Meeting

ECONOMIC DEVELOPMENT COMMISSION

Thursday, May 10, 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) April 12, 2018 (**Attachment A, page 2**)

6) Unfinished/Ongoing

a) **Business Walk May 17, 2018:** *Reference: Jacquie Atchison*

b) **Branding Pacific Grove: (Attachment B, page 4)** Discuss and take action, if necessary.
Reference: Jacquie Atchison

7) New Business

a) **Recommendation to City Council to prohibit storefronts blocking their windows for a set timeline.** *Reference: Moe Ammar*

8) Reports

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

b) **Economic Development Report and Update on Changing Minimum Requirements for Drinking Establishments and Restricted Ground Floor Businesses** *Reference: Mark Brodeur*

Next meeting: June 14, 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 - Draft

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

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

Chair Atchison referred this discussion to the May EDC Meeting.

4) Commissioner and Council Liaison Announcements NONE

5) Public Comments NONE

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:** Commission reviewed the recommendations from the LEAP program to determine priorities to move forward on. Motion by Ammar to start banners up Forest (10) same design as Central, to a maximum budget of \$4,000 seconded by Atchison; passed unanimously.

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8) New Business

- a) **Request of funding for more hanging baskets in Downtown** Discussion and take action if necessary. Motion by Atchison to provide 4000.00 for hanging baskets, seconded by Cohen; passed unanimously. We will revisit this subject again in June to determine if there is additional funding for more baskets.

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 on the alcohol ordinance and the restricted ground floor uses and present to council May 3.

Next meeting: May 10, 2018 4:00pm

Adjournment 5:34

Respectfully Submitted by Kirsten McGrath Secretary EDC



BRANDING YOUR CITY

It's been more than 35 years since designer Milton Glaser created (and donated) the iconic "I (heart) NY" logo, which has come to represent the universal fondness of residents and tourists alike for New York City. Since then, cities across the nation have invested millions to create winning brands for themselves.

Whether you're a bustling metropolis or tiny burg, successfully defining and promoting your city's brand can have enormous benefits by attracting tourists and talent, generating buzz and buy-in, and drawing investment. Just the first wave of the "I (heart) NY" campaign alone is credited with generating more than \$28 million in economic activity.

But a failed or controversial municipal branding campaign can be an expensive public embarrassment. The cost of a branding campaign can raise eyebrows among more skeptical taxpayers. Melbourne, Australia, reportedly spent a stunning \$625,000 on its logo redesign. And a few years ago, a city councilman from Newcastle, Wash., said the city council, "owes an apology to our citizens for wasting \$191,000 of their tax dollars" on a failed branding effort.

Want to define your city's brand the right way and put it on the map? Here are seven ways to start:

1. Inventory your assets

What makes your city distinct from anyplace else? Assets span the gamut from signature foods like Chicago deep-dish pizza and Philly cheesesteak, to historical and cultural sites like the Alamo or Graceland, to major industries like the auto industry that gave rise to Detroit's nickname as the Motor City.

Other important assets are unique annual events like Tampa's Gasparilla Pirate Festival, and even the vibe of your downtown or entertainment district, such as Miami's famous South Beach.

2. Keep it real

Branding is not about pretending to be something you're not. It's about revealing, packaging and promoting awareness about what you intrinsically are. Asheville and Santa Fe both have established their positions as cities with a thriving and unique arts scene.

Austin has staked its reputation as the "Live Music Capital of the World" and its now-famous "Keep Austin Weird" slogan speaks to its eclectic mix of people, culture and entertainment. Don't try to be all things to all people. Put your city's real face forward, and those who want what you have to offer will be drawn in.

3. Focus your message

Especially if you're a small city, focus your energies on a single reason to visit. It may be great hiking trails, a top bass fishing spot, the most authentic Southern greens and grits, or a famously good Bluegrass scene. This increases the chances that people who are interested in that find you in a Google search.

Mount Dora is a great example of a small city that draws visitors for its Craft Fair and then wins them over with its other local charms.

4. Create a sense of place

Innovative communities are using placemaking to reimagine public spaces in ways that promote cultural, social, behavioral and economic connections. Bourbon Street and Times Square are quintessential examples of placemaking, which help to define those cities' brands. But parks, town centers, outdoor markets, lakes and even streets can have a powerful, positive placemaking effect.

In Florida, the branding of the City of Tavares as "America's Seaplane City" has been an economic and community-building success. What are the common public spaces that can serve an iconic purpose for your city and how can you amplify their effect with organized events?

5. Deliver the experience your brand promises

Although a great slogan can help to focus and galvanize awareness of what makes a city unique and exceptional, it would be a mistake to think that branding is merely a slogan and a logo. Think of branding as a promise that you deliver through an experience.

What is the experience of your city's brand? Friendly? Relaxed? Bike-friendly? Exciting? Eclectic? Easy to navigate? How can you add touch points that make that experience more reliable?

6. Involve the community

A sustainable branding effort requires broad buy-in. Don't create your city's brand in a vacuum or a boardroom. Create a process to involve influential community leaders and residents at all levels, including small business owners, and they will become enthusiastic brand ambassadors.

Once in market, look for and promote ways for all stakeholders to benefit from tying into the city brand.

7. Give it legs

Once you define your city's brand, extend and support it with a comprehensive, ongoing and multi-faceted strategy.

Dallas's "Big Things Happen Here" campaign is a good example of a branding effort with diverse and sustained components, from experiential elements that citizens and visitors can interact with (physical displays in which people form the "I" in "Big") to live events and heavy social media engagement to an online store that sells branded products to live events.

A strong brand identity can yield a big and long-term return on investment for a city. To ensure that kind of ROI, start by defining and refining what makes your city the special place it is.