



Minutes

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

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

Absent: Richard Stillwell, Mayor Bill Kampe

2) Approval of Agenda

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

3) Commissioner and Council Liaison Announcements

None

4) Public Comments

None

5) Approval of Minutes

April 12, 2018 Motion to approve with addition of \$4,000.00 approved for wayfinding sign by Davis, seconded by Cohen; passed unanimously

6) Unfinished/Ongoing

a) **Business Walk May 17, 2018:** Reference: Jacquie Atchison Business walk May 17th 9:30 to 12:00
Additional questions to ask: Façade Improvement for Lighthouse Businesses
Marketing that is currently being used to promote business

b) **Branding Pacific Grove:** Branding has not been supported by the city council. Mark to take a \$40,000 budget for branding to council to be approved for the 2018 – 19 Fiscal year. We will revisit in July when we know if the budget is there.

Ammar is meeting with Marketing students from Middlebury Institute of International Studies. Possibility for them to do a marketing study with visitors in Fall 2018.

7) New Business

a) **Recommendation to City Council to prohibit storefronts blocking their windows for a set timeline.** Moe Ammar noted several businesses (or storefronts) that have been shuttered or covered with paper for a very long time. There is currently no ordinance on the books that prohibits this. He has approached one building owner with no response. Mark will visit the business and ask for something to be placed in the windows (staging or products) so that it doesn't look vacant. If that doesn't work, Moe will send a letter on behalf of the BID.

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.

8) Reports

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

- Moe reported that flower baskets and wayfinding sign have been ordered.
- There will be a class to help people make their websites ADA compliant
- There was a study done for city services by Matrix, and as an example a sign permit that they charge 980.00 actually costs the city 2241.00. Questions were raised about the validity of the time it takes to process permits and how it is not “business-friendly.”
- In 2011 there was a plan to bring people from the rec trail into downtown with a small park at Grand and Ocean view with wayfinding signs and a marked ‘trail’ to downtown. As of now everything but the park has been scrapped. The intent of this project was to bring people into downtown and now, no wayfinding or trail will be done.

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

- The only thing being changed from our recommendation is adding brew pub. All other suggestions were scrapped.
- Suggestions for restrictions on ground floor uses will be on the Planning commission agenda for May 17. They seem supportive of the recommendations of the EDC.

Next meeting: June 14, 2018 4:00pm

Adjournment 5:32pm

Respectfully Submitted by Kirsten McGrath Secretary EDC

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