



## Notice of Regular Meeting

### ECONOMIC DEVELOPMENT COMMISSION

**Thursday, July 12, 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) June 14, 2018 (**Attachment A, page 2**)

**6) Unfinished/Ongoing**

a) **Receive an update on Cost of Services & Recovery by City of Pacific Grove:** *Reference: Tori Hannah, Administrative Services Director.*

**7) New Business**

a) **Review 2018-19 budget and devise Strategic Work Plan for 2018-19 (Attachment B, page 4):**  
*Reference: Jacquie Atchison*

➤ Additional Welcome to Pacific Grove Banners

**8) Reports**

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

b) **Economic Development Report.** *Reference: Mark Brodeur*

**Next meeting:** August 9, 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, June 14, 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, Secretary McGrath, Richard Stillwell, Marietta Bain, Julie Davis, Willy Nelson, Phillip Benson, Moe Ammar, Allan Cohen

**Absent:** Vice Chair Addeman

**2) Approval of Agenda:** Motion to approve by Cohen, seconded by Nelson; passed unanimously

#### 3) Commissioner and Council Liaison Announcements:

Jacque Atchison: Welcome banners for Forest Avenue will be installed next week; and the Monterey County Economic Development Dept has been eliminated.

Richard Stillwell: Baskets and lanterns downtown look great.

Mayor Kampe: City is conducting an economic study for Short Term Rentals.

#### 4) Public Comments

Jane Haines: 518-522 Lighthouse New planned development has 10 3 bedroom units, two restaurants with combined seating of 102 and 3 retail spaces. Parking on site is only 20 spaces and for the residential units. The increased density will affect public parking. Hotel Durrell will be using 19 spaces in the theater lot, leaving only 44 available spots for public parking.

Phil Johnson Architect for 518-522 Lighthouse. Project is within the zoning ordinance which calls for 13 spaces. They are supplying 20 spaces plus adding additional curb side spaces by removing curb cuts and bus stop.

Sally: How much time and money will be spent on studying the STRs. Is it worth it?

#### 5) Approval of Minutes

a) May 10, 2018: Motion to approve by Nelson, seconded by Bain; passed unanimously

#### 6) Unfinished/Ongoing

a) **Business Walk May 17, 2018 Update** was presented by Jacque Atchison and will be forward to the City Council with minutes.

b) **Review financial statement and distribute funds as available.** Reference: Jacque Atchison

There is currently \$8300.00 left in the budget. Davis moves to spend the remainder on 8 more baskets for lighthouse, Seconded by Stillwell, approved unanimously

c) **Update on concern of storefronts blocking their windows.** Reference: Moe Ammar

1 year and 4 months with paper in the windows, calls have been made, letter may need to be sent. Mark is working on contacting the owner.

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**a) Update on Restricted Ground Floor Businesses.** *Reference: Mark Brodeur*

Planning Commission voted 7 – 0 to NOT send our recommendations up to City Council.

**7) New Business**

**a) Review cost of services (user fee) study :** *Reference: Rudy Fischer/Moe Ammar*

City staff is reviewing their costs vs fees, making sure that the fees are sustainable and they are getting 100% cost recovery.

Rudy Suggests that the EDC pick a few line items to discuss further.

Ammar moves that the EDC reviews proposed fee schedule before it goes to the City Council, Benson seconds approved unanimously

**8) Reports**

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

The White Heart Mansion will be reverting to a Residence.

520 Lighthouse was supported by the BID 4 – 2.

6 students from the Middlebury Institute will perform a marketing survey for Pacific Grove starting the week after Car Week.

**b) Economic Development Report.** *Reference: Mark Brodeur*

**Permit activity:**

July 11 -13 Car Auction at the Golf Course.

Hotel Durrell Project has been called up to the City Council for review.

Holman making progress, lots of roof / water damage due to winter storms.

**Next meeting:** July 12, 2018 4:00pm

**Adjournment 5:20pm**

**Respectfully submitted**



**Kirsten McGrath Secretary**

## Annual Strategic Work Plan 2018-19

The Commission is charged with improving the City's business and economic environment by providing the framework for developing and maintaining a viable business community within the City of Pacific Grove that serves the needs of both residents and visitors alike, while providing the tax base upon which our City government depends to fund its programs, services, infrastructure, and public facilities.

### **PURPOSE of Economic Development Commission (PGMC 3.04.070)**

*(a) Devise and recommend economic development and enhancement strategies and programs to the city manager and council; and*

*(b) Assist the City's businesses and job seekers in their efforts; and*

*(c) Help meet the shopping and service needs of local residents by promoting retail business interests; and*

*(d) Ensure coordination of efforts by the Pacific Grove Chamber of Commerce, the Pacific Grove Business Improvement District, the Hospitality Improvement District, the Monterey County Convention and Visitors Bureau, and the City; and*

*(e) Perform other duties and functions as set out in this chapter or as may be required from time to time by specific direction of the council.*

#### 1. Business Attraction & Retention:

- Improve infrastructure – cellular, electric charging stations, etc.
- Annual Business Walk. \$500
- Work with Commercial Property Owners to update their properties, provide long term leases, and recruit better tenant mix and work with tenants to stay open later & weekends.
- Work with ATC businesses to find new locations in Pacific Grove.
- “You’ll Find It in Pacific Grove!”
  - Monthly Cash Mobs
  - Promotional Marketing such as Small Business Saturday, Holiday Open House
  - Highlight small businesses, home-based businesses, expo?
  - List businesses on city website

#### 2. Events:

- First Friday sponsorship
- Butterfly Days sponsorship
- Develop events for every Friday (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>) such as Concerts, Movies @ LoversPoint, Food Truck Fest, etc.
- Develop events for ATC, Forest Hill and Central Ave Business Districts
- Co-marketing with Big Events – AT&T, Jazz Festival, Concours – including street banners; work with city to reduce fees for events.

#### 3. Partnerships, Sponsorships

- Membership in economic development organizations that provide training and education \$500
- Sponsor economic development/business startup events that showcase/support Pacific Grove businesses. \$2500

#### 4. Place-making

- Welcome to Pacific Grove Banners – work with Caltrans to place banners from Sunset to Prescott
- More flower baskets; benches, landscaping
- Wayfinding