



## Minutes

### 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

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

#### 2) Approval of Agenda

Motion to delete item 6a, staff is unavailable, and approve by Cohen, seconded by Stillwell; passed unanimously

#### 3) Commissioner and Council Liaison Announcements

None

#### 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.)*

Eldin introduced himself to the Commission. He was part of Benicia CA Tourism Board, looking for a volunteer position with the city of Pacific Grove.

#### 5) Approval of Minutes

##### a) June 14, 2018 (Attachment A, page 2)

Motion to approve by Davis, seconded by Nelson; Addeman abstained, passed unanimously

#### 6) Unfinished/Ongoing

##### a) Receive an update on cost of services and recovery Reference Tory Hannah Administrative Services Director

Tory unavailable for this meeting, will revisit this next meeting

#### 7) New Business

##### a) Review 2018 -19 budget and devise Strategic Work Plan for 2018 – 19 (Attachment B page 4): reference Jacquie Atchison

##### 1. Business attraction and retention

- Continue with the annual business walk (500.00)
- Bring back the Cash Mob
- Small Business Saturday, look into different ways of advertising Pacific Grove, offer 'Locals' Discount

##### 2. Events

- Continue to support First Fridays (2000.00)
- Butterfly Days (3000.00)
- Music at Lovers point (continue)
- Co-marketing with big events ( Jazz Fest, Car Week, US open)

3. Sponsorships / Memberships
  - EDC Monterey County (500.00)
  - No Longer sponsor Small Business startup at CSUMB
4. Placemaking
  - Welcome banners: Sinex to Sunset on Forest 2800.00 Motion by Ammar to approve Second by Davis, Approved unanimously
  - Chair Atchison to get an estimate for larger banners from Sunset past Safeway on Forest / HWY 68 (14 Poles)
  - Possibility of a welcome sign on Ocean View Ammar will identify the best location before working on a design.

## 8) Reports

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

Marketing your business to top area Concierges Tues July 17 8:30 – 9:30 PG Natural History museum.

Gathering to honor Tai Soccer Team Rescuers July 13 3:30 – 5:00 at Pacific Tai

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

Building Dept Receiving 50000.00 to help revamp older homes

Hotel Durrel asked to make following changes to design: Entrance on Fountain, Less Rooms

Coastal Commission approved car auction at golf course for 5 years

522 Lighthouse appealed to City Council for Aug 1.

Financial Dept received award for best kept records in the state.

City Council has requested the charter be changed from 7 members to 5

Façade improvement was approved for another year with 50,000.00

New Developer of the small shopping area next to FiFis will be remodeling entire center.

18<sup>th</sup> Green at the Golf course will be totally flat and ready for more events etc.

**Next meeting:** Aug 9, 2018 4:00pm

**Adjournment 5:30**

**Respectfully submitted**



**Kirsten McGrath Secretary**