



MEETING MINUTES

ECONOMIC DEVELOPMENT COMMISSION

Thursday, August 9, 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, Julie Davis, Willy Nelson, Moe Ammar, Allan Cohen, Phillip Benson

Absent: Marietta Bain

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

3) Commissioner and Council Liaison Announcements

- Moe Ammar thanked Commissioners for support of 520 Lighthouse project.

4) Public Comments

- Anthony Tersol, In favor of keeping STR's. Points out the visitors to our community are responsible for spending 1.2 million at restaurants
- Joy Colangelo, In favor of keeping STR's. 52 permits will be taken away, about 1.5 million in rent, leaving only 42.
- Jane Hayes, Parking: There will be a parking problem when all projects are completed.

5) Approval of Minutes

- a) July 12, 2018: Motion to approve by Ammar, with spelling correction on item 2; seconded by Davis, approved with one abstention by Benson.

6) Unfinished/Ongoing

- a) Update on Welcome to Pacific Grove Banners: *Reference: Jacquie Atchison*

Jacquie contacted Caltrans who say the light posts belong to the city and the City says they belong to PG&E. PW will work with Caltrans on schedule to install more banners on Holman Highway. Nine (9) poles between Syida and Sunset, 350.00 each. Motion to approve installing more banners by Ammar, seconded by Nelson, approved unanimously.

7) New Business

- a) First Friday Funding: Reviewed request for support of 3000.00. Motion to approve by Cohen, seconded by Addeman, approved unanimously.
- b) Butterfly Days Funding: Reviewed request for support of \$3000.00. Motion to approve by Cohen, seconded by Addeman, approved unanimously.

- c) Discussed the option of introducing an ordinance that addresses blight in the commercial districts. Many complaints about the florist shop on Forest. Mark will send a compliance letter about the awning being a health hazard and storage not being permitted in storefront.
- d) Consider sending a letter of recommendation to the City Council to seek EDC feedback on increasing business- related cost recovery fees. Motion to approve letter by Ammar, seconded by Davis, approved unanimously.

8) Reports

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

Magazine ads for Pacific Grove, New real estate office in Butterfly house, Calendar of events.

Comment from Cohen: downtown is becoming more service oriented instead of retail. We need to try again with the council about limiting uses on Lighthouse. Mark will bring back to the Planning Commission and requests EDC members attend.

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

Hotel Durrell goes to council August 15th with less rooms and Mediterranean style architecture.

Next meeting: September 13, 2018 4:00pm

Adjournment 5:23

Respectfully submitted



Kirsten McGrath Secretary