



Meeting Agenda

ECONOMIC DEVELOPMENT COMMISSION

Thursday, January 10, 2019 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) Presentation

- a) Water Update, David Laredo, Pacific Grove City Attorney

4) Commissioner and Council Liaison Announcements

5) 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.)

6) Approval of Minutes

- a) December 13, 2018 **(p.2)**

7) Unfinished/Ongoing

- a) Update on Banners. *Reference: Jacquie Atchison*
b) Update on City logo/seal. *Reference: Jenny McAdams*

8) New Business

9) Reports

- a) BID and Chamber Report, including update on MIIS Branding Study. *Reference: Moe Ammar*
b) Economic Development Report. *Reference: Mark Brodeur*

Next meeting: February 14, 2019 4:00pm

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, Dec 13, 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, Phil Benson, Julie Vivolo Davis, Moe Ammar, Willy Nelson, Richard Stillwell, Alan Cohen

City Council Liaison: Jenny McAdams

Absent: Dianna Addeman, Marietta Bain, Staff Liaison Mark Brodeur

2) **Approval of Agenda:** Motion to Approve was made by Willy Nelson, seconded by Alan Cohen and passed unanimously.

3) Presentation

a) US Open, Eric Steimer, Senior Manager US Open Championships, presented a slideshow on the US Open scheduled for June 10-16, 2019, expecting an economic impact of \$175 million to the local communities.

4) Commissioner and Council Liaison Announcements

a) Chair Atchison reminded commissioners whose terms expire on 1/31/19 must reapply to the City Clerk by 12/31/18 if interested.

b) Alan Cohen reported that he would be resigning from the EDC effective 1/31/19.

5) Public Comments – N/A

6) Approval of Minutes

a) October 11, 2018: Motion to approve was made by Willy Nelson, seconded by Moe Ammar, passed unanimously with one abstention by Julie Vivolo Davis.

7) Unfinished/Ongoing

a) Update on Banners: Chair Atchison reported that the nine (9) 8' banners which were to be installed on the east side of 68, coming into Pacific Grove from Highway 1, were not installed in the proper location. Daniel Gho had informed the Chair that some of the poles are wood with conduits for the wires which prevents clamping the banners on them. Richard Stillwell made a motion to approve completing the installation of 8' banners from Syida to Sunset on both sides where available, seconded by Alan Cohen and passed unanimously. Chair Atchison will follow up with Dan Gho to see if it is possible to install more banners. Sally Moore requested that the banners have the yellow printing on them which makes them more visible.

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- b) Discussion on request to include monarch butterflies as official city logo: Chair Atchison and Richard Stillwell met with City Manager Harvey in spring of 2016 to request the current city logo with the Monarch butterfly be approved as the official city seal, and to have all signs include the Monarch. To date, no action has been taken, so it was agreed that Chair Atchison will reach out to Mayor Peake and ask if he and Council Member McAdams will place this item on a future city council agenda for approval.

8) New Business

- a) Review potential action items that will attract & welcome golf fans to Pacific Grove. Commissioners discussed supporting the US Open with placement of banners in downtown; holding a “Second Friday” event on June 14th with stores staying open later and live music in downtown. The PG Chamber will take the lead on this event.

9) Reports

- a) Economic Development Report. *Reference: Mark Brodeur (N/A - did not attend meeting)*
- b) BID and Chamber Report, including update on MIIS Branding Study. *Reference: Moe Ammar;* Moe reported that the MIIS students completed the Branding Study and will present it at the Chamber’s Tourist Information Center on Jan 23rd at 9am.

Meeting Adjourned: 5:10pm.

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Next meeting: January 10, 2019 4:00pm



**NEW FOR
2018-2019**
Improve the front
of your business
GET \$5000

Want to Improve the Look of your Business?

THE CITY IS HERE TO HELP!

Façade Improvement Program

How about a front facade improvement to make your business more attractive and inviting to customers?

THIS NEW PROGRAM CAN ASSIST YOUR BUSINESS!

What is it?

The City of Pacific Grove started the program beginning of 2018, and because it was a huge success, it's back for a second year! This program is available to help qualified



businesses improve and enhance the physical appearance of the business storefront. The program offers façade improvement reimbursement. The City Council approved a **TOTAL \$50,000** budget

for the program to help building owners and tenants get a portion of their maintenance, repair and construction costs reimbursed.

The City will reimburse up to 50% of the total cost of eligible activities (up to a maximum of \$5,000).

Who is Eligible? Owners and tenants of all commercial buildings in Downtown Pacific Grove.

The following is a possible list of eligible projects:

- Replacement of broken window panes, aluminum or wood windows and broken store front glass
- Repainting of old brick
- Removal of non-conforming signage
- Scraping, priming, and painting storefront
- Repair or replacement of deteriorating signs
- Repair or replacement of missing or broken tile
- Cleaning or replacement of worn awnings or canopies
- Rehabilitation of the upper facade and display areas, or building side walls may also be eligible if street level improvements are approved
- Other minor repairs when incidental to overall façade improvements

Interested? Come to the Little House in Jewel Park at 2:00pm to 2:30pm on January 9, 2019. Staff will go over the program requirements.

Applications will be accepted until Program funds are depleted.

Where can I get more information?

**CEDD, Call 831.648.3183
300 Forest Ave, 2nd Floor
mbrodeur@cityofpacificgrove.org**

