



Minutes

ECONOMIC DEVELOPMENT COMMISSION

Thursday, February 14, 2019 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call: 4:00 pm (Dianna Addeman- Vice Chair)

Present: Mia Jarrick, Tama Olver, Sarah Fontecchio, Moe Ammar, Willy Nelson, Dianna Addeman, Director Economic Development Anastazia Aziz

Absent: Marietta Bain, City Council Liaison Jenny McAdams, Mayor Bill Peake

2) Election of officers: Moe Ammar nominated Mia Jarrick for Chair, no other nominations, passed unanimously. Moe Ammar nominated Tama Olver for Vice Chair, no other nominations, passed unanimously. Moe Ammar nominated Sarah Fontecchio for Secretary, no other nominations, passed unanimously.

3) (Mia Jarrick- Incoming Chair) Approval of Agenda: Motion by Moe Ammar, second by Willy Nelson, passed unanimously

4) Commissioner and Council Liaison Announcements: None

5) Public Comments

None

6) Approval of Minutes: Motion to approve by Moe Ammar, Second by Willy Nelson, passed unanimously. Dianna Addeman abstains

7) Unfinished/Ongoing : None

8) New Business

a) Financing for Commercial Solar Projects: Reference: Guest – Per Haroon Noori – Guest will not show

b) Discuss and approve funding of the downtown restaurant promotion in May/June 2019.

Steve Thomas gave a power point presentation on a proposed "Pacific Grove Food Week". He said Liz from Wildfish approached him with the idea and that other downtown restaurants were on board. He said businesses other than downtown restaurants would not be represented or promoted. He asked the Economic Development Commission for \$5,000.00 for advertising and promotion.

Dianna Addeman did not think \$5,000.00 should go to promote only downtown restaurants. She asked if we would give \$5,000.00 for a "Realtor Week" or a "Resale Week". Dianna

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.

Addeman asked why Steve Thomas thought it would be successful if Monterey's wasn't successful and if he had an example of a location that was successful. He did not. Dianna Addeman asked if he had a breakdown of costs to show where exactly the money would be allocated. He did not. Dianna Addeman Said she was against spending this money.

Tama Olver also asked for a breakdown of expenses and if \$3,000.00 could do anything. She felt she needed more time and more information. She also asked Steve Thomas If and how they could track the results of the "Restaurant Week" to see if it was successful. Steve Thomas said that it would depend on whether or not the participating restaurants would share their prior year and current sales to compare. Tama Olver said she didn't feel ready to make a motion at this time. Tama Olver wondered if there was a better or alternative use of the \$5,000.00 that would yield more results. She then said we needed to look at this as an experiment. She said if it isn't successful then we shouldn't spend the money next year.

Sarah Fontecchio asked if Steve Thomas or his affiliates had done a restaurant poll to see how many restaurants were on board with this event. Steve Thomas said "No".

Moe Ammar said he "Highly Recommends" this event. He said \$5,000.00 "Isn't a lot" and that we had \$30,371.97 left in our budget and "Only two month's to spend it or it goes back into the coffeers." (It's actually 4 ½ months)

Comments were opened to the public –

Sally asked Steve Thomas who approached the BID because she understood Steve to have said "Several Restaurants" and she wanted clarification. Steve Thomas said he was sorry if he wasn't clear but it was "a few restaurants".

Rudy Fisher said he appreciated Dianna Addeman's business approach regarding the "Restaurant Week" and felt the HID should participate financially in events.

Mia Jarrick made a motion to give the \$5,000.00 for the Restaurant promotion. Tama Olver seconded, Sarah Fontecchio voted in favor, Moe Ammar voted in favor, Willy Nelson voted in favor.

Dianna Addeman voted against.

Motion approved 6 - 1

9) Reports of Staff – none

10) Meeting adjourned at 5:16 pm

Next meeting: March 14, 2019 4:00pm

Respectfully Submitted,



Dianna Addeman, Commissioner