



MINUTES

ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, March 14, 2019 4:00 P.M.
Council Chamber – City Hall
300 Forest Avenue, Pacific Grove, CA

1) Call to Order – 4:00 p.m. (Mia Jarick – Chair)

2) Roll Call

Present: Commissioners: Mia Jarick (Chair), Tama Olver (Vice-Chair), Sarah Fontecchio (Secretary), Amber Kerchner, Dianna Addeman, Moe Ammar, Marietta Bain

Absent: Willy Nelson

3) Approval of Agenda

On a motion by Commissioner Ammar, seconded by Commissioner Fontecchio, the Board voted 7-0-1 (Commissioner Nelson Absent) to approve the Agenda.

Motion passed.

4) Approval of Minutes

a) February 14, 2019

On a motion by Commissioner Addeman, seconded by Commissioner Olver, the Board voted 7-0-1 (Commissioner Nelson Absent) to approve the Minutes from the February 14, 2019 meeting.

Clarification requested by Commissioner Olver on minute format. Commission will provide action minutes from each meeting.

Motion passed.

5) Commissioner and Council Liaison Announcements

a) EDC Mission Statement. Provided to all present Commissioners for review. *Reference: Mia Jarick*

b) No official announcements from Council Liaison Jenny McAdams

6) Public Comments

a) Written Communications

Received from Steve Thomas by City Manager's Office March 14, 2019, filed as Public Information.

b) Oral Communications

None

7) Unfinished/Ongoing

None.

8) New Business

a) Presentation on CSCDA's Open PACE program – www.cscda.org/Open-PACE. Presentation provided by David Snow of Counterpoint Sustainable Real Estate and CSCDA. CSCDA's Open PACE program is a resource for residential and commercial property owners to finance energy efficiency, renewable energy and water conservation. *Please reference audio recording found on the EDC website from meeting for more information.*

b) Commission discussion and questions from Commissioners Kerchner, Olver, and Bain. The Chair opened the floor to public comment. No public comments. The Chair closed the floor to public Comment.

- c) Presentation on the Pacific Grove Brand Study. Presentation provided by Commissioner Ammar and Peter Mounter of the Pacific Grove Chamber of Commerce tasked marketing students at the Middlebury Institute of International Studies at Monterey to do a Brand Study for the City of Pacific Grove. *Please reference audio recording found on the EDC website and posted power point presentation from meeting for more information.*

Commission discussion and questions from Commissioners Ammar, and Jarick
The Chair opened the floor to public comment. No public comments.
The Chair closed the floor to public Comment.

- d) Discuss and approve funding a generic television commercial on CBS in the amount of \$5,000. Presentation provided by Commissioner Ammar and Jeff Mitchell Sales Manager of KION of 30 second television commercial. Chamber of Commerce approached KION with commercial campaign with a matching grant of \$5,000. *Please reference audio recording found on the EDC website from meeting for more information.*

- e) Commission discussion and questions from Commissioners Addeman, Olver, Kerchner, Bain
The Chair opened the floor to public comment. Question from Sally Moore.
The Chair closed the floor to public Comment.

On a motion by Commissioner Ammar, motioned seconded, the Commission voted 5-2-1 (Commissioners Fontecchio and Addeman oppose, Commissioner Nelson Absent) to approve the Agenda.

Motion passed.

- f) Discussion on marketing campaigns for business districts other than Commercial Downtown. *Please reference audio recording found on the EDC website from meeting for more information.*

Commission discussion and questions from Commissioners Addeman, Olver, Kerchner, Bain, Ammar.

Sub Committee formed with Commissioners Jarick, Addeman, and Kerchner

The Chair opened the floor to public comment. Comment from Jacquie Atchison.

The Chair closed the floor to public Comment.

- g) Commission's goal: identify new businesses, define audience, and develop an outreach strategy. Discussion from Commission on bringing wine tasting and cannabis. Task requested by Chair that each Commissioner as well as members of the public provide ideas at the next EDC meeting of businesses they would like to see brought to the City of Pacific Grove. *Please reference audio recording found on the EDC website from meeting for more information.*

- 9) **Reports of Staff:** Report from Mark Brodeur. Monday March 18, 2019 6:00pm – workshop at Pacific Grove Community Center developing architectural design guidelines for downtown Pacific Grove sponsored by subcommittee of the Historic Resource Committee and Architectural Review Board.

10) Adjourned at 5:12pm.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION



Sarah Fontecchio, Secretary

5/9/19
Date