



MINUTES

CITY OF PACIFIC GROVE ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING

Thursday, May 9, 2019, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL – 4:00PM

Commissioners Present: Mia Jarick (Chair), Sarah Fontecchio (Secretary), Amber Kerchner, Dianna Addeman, Moe Ammar, Marietta Bain, Willy Nelson

Commissioners Absent: Tama Olver (Vice-Chair)

2. APPROVAL OF AGENDA

Chair Jarick moved item C to item A and item D to item B.

On a motion by Commissioner Addeman, seconded by Commissioner Nelson, the Commission voted 7-0-1 (Commissioner Olver Absent) to approve the Agenda as amended. Motion passed.

3. APPROVAL OF APRIL 11, 2019 EDC MINUTES

On a motion by Commissioner Fontecchio, seconded by Commissioner Addeman, the Commission voted 7-0-1 (Commissioner Olver Absent) to approve the April 11, 2019 minutes. Motion passed.

4. GENERAL PUBLIC COMMENT

None.

5. REPORTS OF COUNCIL LIAISON

None.

6. REGULAR AGENDA

A. EDC Budget for Fiscal Year 2019-20

Description: Request the City Council to allocate and approve \$38,000 for the Economic Development Commission for Fiscal Year 2019-20.

Reference: Moe Ammar

Recommended Action: Approve request.

Commissioner Ammar and Haroon Noori provided information with regards to allocated funds by the City Council for the EDC budget for the fiscal year 2019-2020 in the amount of \$38,000. Commission discussed this item and the option of asking for more funds. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

On a motion by Commissioner Kerchner, seconded by Commissioner Nelson, the Commission voted 7-0-1 (Commissioner Olver Absent) to approve the \$38,000

allocated by the City Council for the EDC Budget for Fiscal Year 2019-20 with the option for additional funds if available. Motion passed.

B. U.S. Open 2019

Reference: Moe Ammar

Recommended Action: Receive report.

CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Reference: Moe Ammar

Commissioner Ammar provided an overview on the current advertising efforts by the Chamber of Commerce to promote the City of Pacific Grove during the U.S. Open as well transportation for U.S. Open spectators to and from the event located at the Pacific Grove Museum of Natural History. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

C. Restaurant and Downtown Marketing Promotion

Reference: Steve Thomas

Recommended Action: Receive a status update.

CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Reference: Steve Thomas

Mr. Steve Thomas provided a status update on the downtown restaurant week promotion event. and provided the commission with an overview of the current logo, social media outlets, website, social media marketing efforts, print ads, and digital advertising. List of current participating restaurants were included in the report provided by Mr. Thomas. The Commission discussed the item and thanked Mr. Thomas for his report. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

D. KION TV Commercial for the City of Pacific Grove

Description: Generic TV commercial to promote the Pacific Grove business community at large.

Reference: Jeff Mitchell, KION-CBS & The CW Network

Recommended Action: Discuss and approve funding for the KION TV commercial as presented or provide alternative direction.

CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Jeff Mitchell, KION-CBS & The CW Network not present for meeting.

Commissioner Addeman and Commissioner Kerchner provided an update on this item as part of the Subcommittee report on the commercial marketing campaign for business districts other than Commercial Downtown and restaurants. An EDC Proposed Outline for Pacific Grove Marketing Video was provided to the commission with a list of possible areas to capture in the commercial as a draft. Commission discussed other areas and businesses in Pacific Grove to be include in the commercial. *Please reference audio recording found on the EDC website from*

May 9, 2019 meeting for more information.

Commission discussed the motion passed on March 14, 2019 of the approved funding of \$5,000 for a television commercial with KION advertising the City of Pacific Grove. Chair Jarick clarified that the \$5000 approved at the March 14, 2019 EDC meeting will be allocated towards a new commercial with KION, a sample commercial will be shown at the next EDC meeting. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

7. UNFINISHED AND ONGOING BUSINESS

A. Subcommittee Report on Magic Carpet

Reference: Dianna Addeman

Recommended Action: Receive report, and discuss and take action if necessary.
CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Chair Jarick reported the Subcommittee of Chair Jarick, Commissioner Addeman, and Commissioner Nelson went to a council meeting. \$75,000 will be allocated from the City's budget to hire a landscape architect to review the Magic Carpet to make a plan and provide an estimate for upkeep. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

B. Subcommittee Report on Cannabis

Reference: Tama Olver

Recommended Action: Receive report, and discuss and take action if necessary.
CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

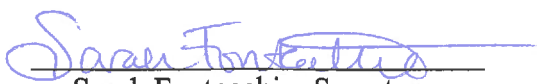
Chair Jarick stated that the report on Cannabis will be moved to the next EDC meeting due to Commissioner Olver's absence. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

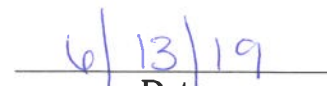
8. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

Chair Jarick made an announcement in place of absent Council Liaison City Councilmember Jenny McAdams. Pacific Grove Mayor has decided that this commission will have only seven commissioners. The Executive Director of the Pacific Grove Chamber of Commerce will hold a seat but will not have a vote. Chair Jarick will discuss with Ben Harvey the issue that with six commissioners allowed to vote what would the commission do in the event of a tie vote. *Please reference audio recording found on the EDC website from May 9, 2019 meeting for more information.*

9. ADJOURNMENT 4:53PM

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION


Sarah Fontecchio, Secretary


Date