



NOTICE OF MEETING

CITY OF PACIFIC GROVE ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA

Thursday, September 12, 2019, 4:00 P.M.

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

1. **CALL TO ORDER AND ROLL CALL**
2. **APPROVAL OF AGENDA**
3. **COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**
4. **REPORTS OF COUNCIL LIAISON**
5. **GENERAL PUBLIC COMMENT**
(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and not on the regular agenda. Comments will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)
6. **APPROVAL OF AUGUST 8, 2019 EDC MINUTES (Attachment A)**
7. **REGULAR AGENDA**
 - A **Monterey Bay Certified Farmers Markets**
Reference: Mia Jarick, Chair
Recommended Action: Discuss concept of expanding Farmers Market to an additional location and day.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
8. **UNFINISHED AND ONGOING BUSINESS**
 - A. **Broadcast and Media Marketing Campaign for the City of Pacific Grove**
Reference: Jeff Mitchell, Sales Manager at NPG Media
Recommended Action: Review and approve final cut of the commercial, and campaign schedule and timeline.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
 - b. **EDC Strategic Work Plan for Fiscal Year 2019-20 (Attachment B)**
Reference: Haroon Noori, Management Analyst
Recommended Action: Devise Strategic Work Plan for FY 2019-20.
CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.
10. **ADJOURNMENT**

NOTICE OF ADA COMPLIANCE: Pursuant to Title II of the Americans with Disabilities Act (Codified At 42 United States Code Section 12101 and 28 Code of Federal Regulations Part 35), and Section 504 of the Rehabilitation Act of 1973, the City of Pacific Grove does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, disability, age or sexual orientation in the provision of any services, programs, or activities. The City of Pacific Grove does not discriminate against persons with disabilities. City Hall is an accessible facility. A limited number of assisted listening devices will be available at this meeting. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting or provide the requested agenda format.



MINUTES

CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING AGENDA

Thursday, August 8, 2019, 4:00 P.M.

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

1. CALL TO ORDER AND ROLL CALL – 4:02PM

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

Commissioners Absent: Marietta Bain

2. APPROVAL OF AGENDA

Chair Jarick opened the floor to the public. No public comments. Chair Jarick closed the floor to public comment.

On a motion by Commissioner Nelson, seconded by Commissioner Olver, the Commission voted 6-0-1 (Commissioner Bain Absent) to approve the Agenda. Motion passed.

3. APPROVAL OF JULY 11, 2019 EDC MINUTES

On a motion by Commissioner Fontecchio, seconded by Commissioner Fontecchio, the Commission voted 5-0-1-1 (Commissioner Bain Absent, Commissioner Kerchner Abstain) to approve the July 11, 2019 minutes. Motion passed.

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

Commissioner Amar reported on his experience purchasing water the city currently has for sale.

City Manager announced the beginning of the 2019 Store Front Facelift Pilot Program aka Façade Improvement Program. \$50,000 of the city's budget has been allocated to the program with each recipient receiving up to \$5,000 for qualified improvements to a storefront. Commissioner Kerchner comment on her personal experience using the program.

5. REPORTS OF COUNCIL LIAISON

None.

6. GENERAL PUBLIC COMMENT

(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and not on the regular agenda. Comments will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

None.

7. REGULAR AGENDA

A. HdL Proposal for Economic Development Support Services

Description: A proposal by HdL ECONsolutions to provide updated [INSIGHT Market Analytics](#) and [Community Profile](#), as well as to provide economic development staffing services for Pacific Grove.

Reference: Ben Harvey, City Manager

Recommended Action: Receive proposal and make a recommendation to the City Manager.

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

City Manager Ben Harvey provided information to the Commission on the services Hdl ECON Solutions provides and how their services could be used by the city and the EDC. Looking to refresh the analytics to the city’s website. City Manager requesting the EDCs recommendation to move forward with proposal. Barry Foster Principal and Managing Director of Hdl spoke to the Commission and provided further information on the company’s services. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Vice Chair Olver, seconded by Chair Jarick, the Commission voted 6-0-1 (Commissioner Bain Absent) to allocate \$6,000 of the city’s budget to refresh the analytics on the website. Motion Passed.

B. Annual EDC Event

Reference: Mia Jarick, Chair, and Ben Harvey, City Manager

Recommended Action: Discuss annual EDC event concept and provide direction to staff.

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

City Manager Ben Harvey and Chair Jarick provided information to host an annual EDC event to be held Saturday November 2, 2019 on Grand Ave. Request from Chair Jarick to have the Marketing Sub Committee to assist on the event. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

C. Funding Request for \$3,000 for 2019 Butterfly Days

Reference: Dixie Layne, Butterfly Days Chair

Recommended Action: Review proposal and make a funding recommendation to the City Manager.

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

Commissioner Amar provided information on \$2000 the EDC has spent in the past to purchase Butterflies from Tessuti Zoo and requesting the funds be added to the \$3000 funding request. Dixie Lane provided information to the Commission on Butterfly Days. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Commission Nelson, seconded by Chair Jarick, the Commission voted 6-0-1 (Commissioner Bain Absent) to add \$2000 to the Butterfly Days to change the funding amount to \$5000 and fund the project. Motion passed.

D. Funding Request for \$2,000 for First Friday Pacific Grove Advertising

Reference: Adrienne Jonson, Founder of First Friday Pacific Grove

Recommended Action: Review proposal and make a funding recommendation to the City Manager.

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

Adrienne Jonson provided information to the Commission on the First Friday events and it’s history. The funds are to be spent on marketing. Adrienne Jonson stated she had originally requested \$3,000 and the agenda reflects \$2,000. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

On a motion by Commissioner Addeman, seconded by Commissioner Kerchner, the Commission voted 6-0-1 (Commissioner Bain Absent) to approve \$3,000 for First Friday marketing and advertising. Motion passed

E. EDC Strategic Work Plan for Fiscal Year 2019-20

Reference: Ben Harvey, City Manager

Recommended Action: Discuss Strategic Work Plan for FY 2019-20.

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

City Manager Ben Harvey provided the Commission with the Strategic Plan Worksheet to begin the discussions on EDC budget spending. Commission discussed this item. Chair Jarick requested that Council Liaison Councilmember Jenny McAdams be the facilitator. *Please reference audio recording found on the EDC website from July 11, 2019 meeting for more information.*

8. UNFINISHED AND ONGOING BUSINESS

A. Broadcast and Media Marketing Campaign for the City of Pacific Grove

Reference: Jeff Mitchell, Sales Manager at NPG Media

Recommended Action: Review rough cut of the commercial and provide direction.

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

Jeff Mitchell provided information on the rough cut of the new commercial for the City of Pacific Grove as well as the video of the rough cut commercial. Commission watched the video and discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

Chair Jarick opened the floor to public comment. No comments. Chair Jarick closed the floor to public Comment.

9. FULL PRESENTATIONS

A. Presentation on the Brown Act, and Board and [Commission Member Handbook](#)

Reference: Heidi Quinn, Assistant City Attorney

Recommended Action: Receive information.

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

Heidi Quinn provided the Commission with a presentation on the Brown Act. Commission discussed this item. *Please reference audio recording found on the EDC website from August 8, 2019 meeting for more information.*

10. ADJOURNMENT – 5:35PM

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

Sarah Fontecchio, Secretary

Date

DRAFT

Pacific Grove Economic Development Workplan for Fiscal Year 2019-20

Powers and Duties of the Economic Development Commission:

- a) Devise and recommend economic development and enhancement strategies and programs to the city manager and council; and
- b) Assist the city's businesses and job seekers in their efforts; and
- c) Help meet the shopping and service needs of local residents by promoting retail business interests; and
- d) Ensure coordination of efforts by the Pacific Grove chamber of commerce, the Pacific Grove business improvement district, the hospitality improvement district, the Monterey County convention and visitors bureau and the city; and
- e) Perform other duties and functions as set out in this chapter or as may be required from time to time by specific direction of the council. [Ord. 14-020 § 2, 2014; Ord. 10-005 § 5, 2010].

Pacific Grove City Council Goals and Strategies

GOAL 7. Help Local Businesses Thrive: Description: Review, and revise existing policies and programs, and develop a strategic plan to better serve existing businesses while attracting new commerce to better stimulate the economy and revitalize commercial corridors, especially the downtown.

- a) Develop process to better expedite building permits
- b) Remove planning permit requirements for small-scale facade changes for nonhistoric commercial buildings
- c) Launch Facade Improvement Program City-wide
- d) Provide CPTED (Crime Prevention through Environmental Design) input during permitting process
- e) Increase resources and programs at Library for starting businesses (partner with Chamber, SBA, SCORE, Rotary, etc.)
- f) Support re-occurring downtown evening activities through special events and promotions featuring music and other attractions
- g) Assess implementation of LEAP report strategies
- h) Consider proposed formation of property-based improvement district for the downtown

Reference Documents to draw upon:

[Local Economic Advisory Program \(LEAP\) Report – 2016](#)

[EDC's Annual Strategic Work Plan 2016-17](#)

[EDC's Annual Strategic Work Plan 2015-16](#)

[Pacific Grove Business Walk 2018](#)

[Pacific Grove Business Walk 2016](#)

[Pacific Grove Business Walk 2015](#)

Draft Strategic Work Plan Worksheet

Initiatives/Projects	Status	Estimated Completion Date	FY 19-20 Budget		Lead Staff/Commissioner/Subcommittee	Implementing partner (Person/Agency)
			\$38000			
			Approved Contributions	Proposed Contributions		
Butterfly Days (Includes procurement of monarch butterflies)	Approved by EDC on 8-8-19.	October 2019	\$5000		Haroon Noori, Moe Ammar	Dixie Layne, Butterfly Days Chair
First Friday P.G.	Approved by EDC on 8-8-19.	July 2020	\$3000		Haroon Noori	Adrienne Jonson, First Friday P.G. Founder
Update Community Profile and Market Analytics documents	Approved by EDC on 8-8-19.	October 2019	\$6000		Haroon Noori, Ben Harvey	
Christmas Decorations				\$2000	Moe Ammar	
Salud Pacific Grove				\$5000	Mia Jarick, Ben Harvey, Haroon Noori	