



## NOTICE OF MEETING

# CITY OF PACIFIC GROVE ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA

Thursday, January 9, 2020, 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. CONSENT AGENDA**

**A.** Approval of December 12, 2019 EDC Regular Meeting Minutes

**7. REGULAR AGENDA AND ONGOING BUSINESS**

**A. Discussion Regarding Monterey Bay Certified Farmers Markets**

Reference: Ben Harvey, City Manager

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.

**B. Discussion Regarding Desired Commercial Uses for Business Districts**

Reference: Ben Harvey, City Manager

Recommended Action: In accordance with City Council Goal #7 “Help Local Businesses Thrive”, discuss developing a proposed list of desired commercial uses for vacant properties within the City’s commercial corridors for the purposes of recruiting and attracting potential businesses.

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

**8. PRESENTATIONS**

**B. Monterey Regional Airport Update**

Reference: Mike LaPier, General Manager, Monterey Regional Airport

Recommended Action: Receive information.

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

Thursday, December 12, 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), Tama Olver (Vice Chair), Willy Nelson, Amber Kerchner, Marietta Bain, Moe Ammar

Commissioners Absent: Dianna Addeman and Sarah Fontecchio (Secretary)

### 2. APPROVAL OF AGENDA

On a motion by Commissioner Olver, seconded by Commissioner Nelson, the Commission voted 5-0-2-0 (Commissioners Addeman and Fontecchio Absent) to approve agenda. Motion passed.

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

Commissioner Ammar provided an update on a new Chamber-sponsored TV commercial as well as five events the Chamber successfully coordinated during the preceding one month.

Commissioner Kerchner stated she was excited about the City's plans to improve holiday lights and decorations and requested the City Manager to include various Board and Committee members to participate in the process. Commissioner Kerchner spoke regarding the Zoning Map corrections.

Chair Jarick and Ben Harvey reported that the City Council will receive a presentation regarding Cannabis from David McPherson, of HdL, on December 18, 2019.

*Please reference audio recording found on the EDC website from December 12, 2019 meeting for more information.*

### 4. REPORTS OF COUNCIL LIAISON

None.

### 5. GENERAL PUBLIC COMMENT

Ms. Ana Mercer, resident, spoke regarding holiday decorations on Lighthouse Ave.

### 6. CONSENT AGENDA

#### A. Approval of November 14, 2019 EDC Regular Meeting Minutes

On a motion by Commissioner Nelson, seconded by Commissioner Kerchner, the Commission voted 5-0-2-0 (Commissioners Addeman and Fontecchio Absent) to approve the November 14, 2019 EDC minutes with corrections. Motion passed.

**7. REGULAR AGENDA AND ONGOING BUSINESS**

**A. Salud Pacific Grove 2019**

Reference: Ben Harvey, City Manager

Recommended Action: Receive report and recommend inclusion of Salud Pacific Grove 2020 as a non-subsidized event on the proposed 2020 City Special Events Calendar.

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

Chair Jarick stated that the thought Salud Pacific Grove 2019 was a fabulous event and that it was well received by the Community.

Ben Harvey, City Manager, provided a report on expenditures, revenue, and donations for Salud Pacific Grove 2019. Mr. Harvey requested the Commission to recommend to the City Council to include Salud Pacific Grove 2020 as a non-subsidized event (to be held on September 19, 2020 at the Point Pinos Lighthouse) on the proposed 2020 City Special Events Calendar.

On a motion by Chair Jarick, seconded by Commissioner Nelson, the Commission voted 5-0-2-0 (Commissioners Addeman and Fontecchio Absent) to the City Council to include Salud Pacific Grove 2020 as a non-subsidized event (to be held on September at the Point Pinos Lighthouse) on the proposed 2020 City Special Events Calendar.

*Please reference audio recording found on the EDC website from December 12, 2019 meeting for more information.*

**8. UNFINISHED AND ONGOING BUSINESS**

**A. 2019 Business Walk Report**

Reference: Haroon Noori, Management Analyst

Recommended Action: Receive information.

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

Haroon Noori, Management Analyst, provided a brief report on the 2019 Business Walk survey results.

*Please read the 2019 Business Walk report on <https://www.cityofpacificgrove.org/living/community-development/economic-development>*

*Please reference audio recording found on the EDC website from December 12, 2019 meeting for more information.*

**10. ADJOURNMENT – 4:46pm.**

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

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Sarah Fontecchio, Secretary

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Date