



NOTICE OF MEETING

CITY OF PACIFIC GROVE ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA

Thursday, February 13, 2020, 4:00 P.M.

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

1. CALL TO ORDER AND ROLL CALL

2. ELECTION OF OFFICERS

3. APPROVAL OF AGENDA

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

5. REPORTS OF COUNCIL LIAISON

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.)

7. CONSENT AGENDA

A. Approval of January 9, 2020 EDC Regular Meeting Minutes

8. REGULAR AGENDA AND ONGOING BUSINESS

A. Trial Farmers Market Concept

Reference: Mia Jarick, EDC Chair

Recommended Action: Discuss Subcommittee's recommendations regarding a proposed trial Farmers Market concept.

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

B. EDC Budget Update

Reference: Haroon Noori, Management Analyst

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, January 9, 2020, 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, Murieta Bain, Sarah Fontecchio (Secretary)

Commissioners Absent: Moe Ammar, Dianna Addeman

2. APPROVAL OF AGENDA

On a motion by Chair Jarick, seconded by Commissioner Olver, the Commission voted 6-0-1-0 (Commissioners Addeman) to approve agenda with the change to move 8B to the first item on the Agenda. Motion passed.

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

None

4. REPORTS OF COUNCIL LIAISON

Council Liaison Councilmember McAdams provided an updated to the EDC on the Cannabis item from the last City Council Meeting.

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.)

Public comment from Jane Haines

Public comment from Liz Jacobs

Public comment from Roger Burleigh

Please reference audio recording found on the EDC website from January 9, 2020 meeting for more information.

6. CONSENT AGENDA

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

On a motion by Charick Jarick, seconded by Commissioner Fontecchio, the Commission voted 6-0-1-0 (Commissioners Addeman Absent) to approve minutes. Motion passed.

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.

Ben Harvey, City Manager provided a presentation and information on possible changes to

the current farmers market as well as a possible proposal for an additional farmers market.

Public Comment was received from: Cathy Wooten, Hester Parker, Reid Norris, Marie Gan , Inge Lorentzen Daumer, Lisa Ciani, Joy Colangelo, Rudy Fisher

Commission discussed the item. On a motion by Commissioner Olver, seconded by Commissioner Fontecchio, the Commission voted 6-0-1-0 (Commissioner Addeman Absent) to move that the EDC create a sub-committee to look at narrowing a focus for complimenting the current Farmers Market with something that would bring people from outside the area into Pacific Grove. Motion passed.

Please reference audio recording found on the EDC website from January 9, 2020 meeting for more information.

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.

Ben Harvey, City Manager provided a presentation and information on types of businesses the City of Pacific Grove should be looking to pursue to bring into commercial corridors. Commission discussed the item.

Public Comment was received from: Joy Colangelo, Rudy Fischer, Antony Tersol

Please reference audio recording found on the EDC website from January 9, 2020 meeting for more information.

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.

Mike LaPier, General Manager, Monterey Regional Airport provided a presentation on current additions and improvements to the Monterey Regional Airport.

Please reference audio recording found on the EDC website from January 9, 2020 meeting for more information.

10. ADJOURNMENT – 5:22pm



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Members of the Economic Development Commission

FROM: Mia Jarick, Chair

MEETING DATE: February 13, 2020

SUBJECT: Report from Economic Development Commission Subcommittee
Regarding Proposed Additional Farmer's Market Concept

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

RECOMMENDATION

1. Discuss the report from the Economic Development Commission Subcommittee regarding the proposed additional farmer's market concept; and
2. Approve recommendation to the City Council to add an ongoing Special Event to the 2020 Special Events Calendar for an additional farmer's market starting in May, 2020 on Thursday afternoons on Lighthouse Avenue between Forest Avenue and 17th Street for a six-month trial period.

BACKGROUND

The City of Pacific Grove currently has a farmer's market on Monday afternoons on Central Avenue near Jewell Park. Administered by Everyone's Harvest, the Monday Farmer's Market has an established clientele and vendor offering. For some time, however, the City has held discussions about the possibility of convening a farmer's market later in the week – specifically on Thursday, as a "gateway to the weekend" concept. When approached regarding this concept initially, Everyone's Harvest declined to consider moving from Monday to Thursday, citing concerns about clientele and vendor preference for Monday.

Accordingly, the City searched established farmer's market operators who had an interest and availability for a potential Thursday farmer's market. Monterey County Certified Farmer's Market, who currently operates other farmer's markets locally, including those at Monterey Peninsula College, the Carmel Barnyard, and the Del Monte Center, was identified as a potential suitor for a Thursday farmer's market in Pacific Grove.

At the January 9, 2020 Economic Development Commission meeting, City Manager Ben Harvey convened a discussion regarding the concept for an additional farmer's market. The Economic Development Commission voted to establish a subcommittee comprised of Chair Mia Jarick and Members Tama Olver and Willy Nelson to explore the concept, and return with a recommendation. This agenda report is the result of the subcommittee's effort.

DISCUSSION

Concept

Bring Monterey County Certified Farmers Market (MCCFM) to Pacific Grove for a Thursday afternoon/evening farmer's market on Lighthouse Avenue, between Forest Avenue and 17th Street. Close Lighthouse Avenue to vehicle traffic on both sides of the street within the proposed boundary, but ensure that both Forest Avenue and 17th Street remain open to vehicle traffic.

Goal

To increase foot traffic in the Downtown Business District, thereby attracting new businesses to vacant properties. Offer an evening event attraction to residents and visitors to bring them to the Downtown Business District, thereby benefitting existing businesses, such as downtown restaurants and shops.

Trial Details

- Commence the proposed trial weekly on Thursdays beginning May 14, 2020 for a six-month period.
- Operate the market from 3:00 – 7:00 PM as a “gateway to the week concept”
- Encourage Pacific Grove restaurants to purchase produce and flowers from the market for the upcoming weekend
- Provide a unique event experience in the greater Pacific Grove region that goes beyond the traditional farmer's market model of the sale of produce, with local restaurant cooking demonstration and “pop up dinner” offerings, olive oil tastings, wine and beer tastings, etc.
- Include a “community corner”, where Pacific Grove schools, nonprofits, chefs and entrepreneurs may have booths
- Offer non-amplified music, such as school bands, and local children's music groups
- Accept WIC and EBT vouchers for produce to encourage healthy food choices

Potential Concerns:

- Uncertainty as to whether Pacific Grove can support two weekly farmers markets
- Potential traffic and parking impacts
- Potential impact (positive and/or negative) to existing Downtown Business District businesses

Measuring Success:

EDC Commissioners and volunteers will take a survey for the first several markets asking questions such as:

- Why did you attend the market on Thursday?
- Zip code of residence?
- Do you plan to return?

A summation of the surveys will be presented to both the EDC and the City Council.

Marketing/Advertising:

- MCCFM will advertise the proposed Thursday Pacific Grove Market at its existing farmer's markets at Monterey Peninsula College, The Carmel Barnyard and the Del Monte Center in Monterey
- MCCFM will use its existing 3,500 e-mail list used for newsletter distribution to promote the new market
- Social Media announcements and campaigns will be planned deployed

Additional Information:

- For further exposure and networking opportunities, MCCFM will join the Pacific Grove Chamber of Commerce

CITY COUNCIL GOAL

Help Local Businesses Thrive: 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.

Corresponding Goal Strategy: Support re-occurring downtown evening activities through special events and promotions featuring music and other attractions.

FISCAL IMPACT

There is no fiscal impact in receiving the report and/or making a recommendation to the City Council.

RESPECTFULLY SUBMITTED:

Mia Jarick

Mia Jarick
Chair

Economic Development Commission Budget Summary As of February 7, 2020	
	AMOUNT
BUDGET	\$38,000.00
EXPENDITURES	(\$24,022.65)
ENCUMBRANCES ¹	(\$7,875.00)
REVENUE ²	\$7,350.00
BALANCE	\$13,452.35
¹ \$6,000 represents amount approved for expanded TV commercial and \$1,875 as remaining balance for First Fridays ² \$7,350 represents revenue received from SALUD Pacific Grove 2019	