



MINUTES

CITY OF PACIFIC GROVE  
ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING

Thursday, March 12, 2020, 4:00 P.M.

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

**1. CALL TO ORDER AND ROLL CALL**

Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Moe Ammar, Amber Kerchner, Sarah Fontecchio (Secretary), Debby Beck, Eric Fonferik

**2. APPROVAL OF AGENDA**

On a motion by Vice Chair Olver, seconded by Commissioner Nelson, the Commission voted 7-0-0 to approve agenda. Motion passed.

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

Commissioner Ammar provided an update on new businesses coming to Pacific Grove. City Manager Ben Harvey provided information and update on current COVID-19 quarantine at Asilomar as well as current state and local COVID-19 information.

**4. REPORTS OF COUNCIL LIAISON**

None

**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 was received from: Joy Colangelo

**6. CONSENT AGENDA**

**A. Approval of February 13, 2020 EDC Regular Meeting Minutes**

On a motion Commissioner Nelson, Seconded by Vice Chair Olver, the Commission voted 7-0-0-0 to approve minutes. Motion passed.

**7. REGULAR AGENDA**

**A. Presentation on Successful Downtowns and Economic Development Strategies**

Reference: Barry Foster, Principal, and Angela Tsui, Senior Advisor, HdL's ECONsolutions  
Recommended Action: Receive information and discuss potential economic development and enhancement strategies.

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

Barry Foster and Angela Tsui provided information how to improve and build a vibrant downtown city center when attracting locals, businesses, and tourist. Commission discussed the item. Commission discussed event ideas including food and wine, fashion show, events for families, adopt a block, and evening events. Sub-Committee formed for Adopt a Block chaired by Commissioner Beck. Sub-Committee formed for the food, wine, and fashion show event idea chaired by Chair Jarick.

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Public Comment was received from: Joy Colangelo, Mike  
Staff Comment was received from: Ben Harvey, Laurel O'Halloran, David Laredo

**8. ADJOURNMENT 5:25pm**

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

DocuSigned by:  
  
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Sarah Fontecchio, Secretary

8/17/2020

Date

DRAFT