

Hospitality Improvement District Meeting
Tourist Information Center - 100 Central Avenue
Thursday, February 21st, from 11:00 a.m. to 12:00 p.m.

MINUTES

1. Present: Michael Grech - Monterey Peninsula Inn, Tim McGill - Asilomar, Fady Hanna - Lighthouse Lodge & Cottages, Cathy Bonnici - Borg's Motel, Erna Clay - Centrella, Diane Mahroom - Monarch Resort, Sid Noonari - Butterfly Grove Inn, Ed Flatley - Seven Gables Inn, Robert Boerner - Pacific Gardens Inn, Rakesh Patel - Sunset Inn, Aachal Maharj - Rosedale Inn,
2. Public: Rick Bragdon, branding expert, Councilmember Cynthia Garfield, Former Concilmember Rudy Fischer
Admin: Moe Ammar, Peter Mounteer - Pacific Grove Chamber
3. Discussion of Single-Use plastics ordinance currently being developed
 - a. The Beautification and Natural Resources Commission is developing a draft ordinance that will include the elimination of single use plastics, including shampoo and toiletries.
 - i. Members of HID related that they have already made the shift to wall-mounted dispensers and found that they are more cost effective, use less labor and are welcomed by guests.
 - ii. Several members tried making that shift years ago and found resistance; the feeling of all was that times have changed and the shift to refillables has been more readily accepted by guests
 - iii. Tim McGill asked that the ordinance give hotels ample time to make any required switch in order to budget for installations, order new supplies, etc.
4. Received an update on MCCVB activities from Amrish Patel, the HID/Pacific Grove representative.
 - b. Year-to-date, HID had paid in \$142,000 while the City has contributed the remainder of \$200,000 invested in advertising. That investment has turned in to a \$1.7M return in group bookings directly from the "SeeMonterey" website to PG lodgings. That in turn is expected to have an overall economic impact of over \$6M.
 - c. MCCVB continues to work on ways to separately feature PG through blogs, articles, etc.
5. Kelly Winger presented an upcoming Monterey feature section for the SF Chronicle. She presented the online marketing campaign of the HID and offered to work with any hotel interested in placing ads. She presented a broad variety of approaches that can be used to feature Pacific Grove; she noted that Pacific Grove's beauty is the top attraction for visitors.

6. Mr. Ammar reported on the nomination and election of a new member of the Advisory Board: Amrish Patel - Centrella Bed & Breakfast Inn and Robert Boerner of Pacific Gardens Inn
7. The group discussed upcoming plans for the US Open. Guests at Pacific Grove hotels receive free shuttle rides to/from events. Guests report that the free shuttle is a great attraction. Prices are robust and bookings strong. President of Pebble Beach Company David Stivers will be the speaker at the Chamber meeting on Wednesday, February 27, 2019, 8:00 a.m. at Tourist Information Center.
 - a. As an aside, Mr. Ammar reports that the Beachcomber will be closing before the US Open and will remain closed for an estimated three years for extensive renovation. It was reported that the owner is considering offering camping on the extensive grounds of the Beachcomber.
8. The group discussed and approved the 2019 “give-away” item that will be available only to guests. The group discussed the pros/cons of backpacks, shirts, hats, mugs, shopping bags. This year the chosen item was the shirts.
9. Mr. Ammar presented the results of a student project at MIIS to support an effort to craft a successful branding campaign. In support of that project, Mr. Ammar introduced Rick Bragdon who is familiarizing himself with this project and with previous interviews, surveys and projects. Mr. Bragdon spoke about the importance of creating a brand that conveys the unique experience that visitors enjoy in Pacific Grove.
10. Next meeting: September 12th, 2019

HID Advisory Board

Tim McGill (Asilomar Conference Grounds), permanent
Robert Boerner (Pacific Gardens Inn), term expires June 30, 2019
Amrish Patel (Centrella Bed & Breakfast Inn), term expires June 30, 2019
Ed Flatley (Seven Gables Inn) term expires June 30, 2020
Michael Grech (Monterey Peninsula Inn), term expires June 30, 2020