

**Hospitality Improvement District Meeting**  
Tourist Information Center - 100 Central Avenue  
Thursday, February 13, 2020 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, Todd Wessing - Lighthouse Lodge & Cottages, Diane Mahroom - Monarch Resort, Sid Noonari - Butterfly Grove Inn, Ed Flatley – Seven Gables Inn, Robert Boerner - Pacific Gardens Inn, Aachal Maharj – Rosedale, Amrish Patel – Centrella Inn, Mel Fortes – Olympia Lodge
2. Meeting was called to order at 11:02 am
3. HID re-elected Ed Flatley of Seven Gables Inn and Michel Grech of Monterey Peninsula Inn to continue and serve on the Advisory Board term 2020-2022 ending June 30, 2022.
4. Discussed the production of virtual tours for all lodging establishments. Seven Gables was produced by Monterey Drone. Elab is producing a sample for consideration.
5. General Updates:
  - A. Hotel at Tin Cannery moving forward since the City approved the local coastal plan. Plan will be certified by the California Coastal Commission this spring
  - B. Hotel Durell downtown is moving forward. New owners have emerged from a legal battle.
  - C. Monterey County Convention & Visitors Bureau is in the process of recruiting a CEO since Tammy Blount left last September. Director of Sales & Marketing resigned as well. Amrish Patel reported that the top candidate is extremely qualified and will bring new ideas to the destination
  - D. Discussed the “Split Roll” tax measure on the November 2020 ballot. All 23 Pacific Grove lodging establishments will be impacted if the measure passes. Property tax will increase to market rate.
  - E. Reviewed measure M that was passed in November of 2018 and will take effect on May 27, 2020. Enforcement is essential to the success of the measure. Ammar directed to follow up with City Hall to make sure that the measure is enforced. Ammar will contact Haroon Noori in the Planning Department for more details.
6. Reported on the results of 2019 and Forecast of 2020. The economy is still strong. TOT revenues at all lodging establishments are up by 6.5%. The forecast for 2020 is stable. Corona virus impacting travel to San Francisco which is our main feeder market.
7. Meeting adjourned at 11:58 am

**HID Advisory Board**

Tim McGill (Asilomar Conference Grounds), permanent  
Robert Boerner (Pacific Gardens Inn), term expires June 30, 2021  
Amrish Patel (Centrella Bed & Breakfast Inn), term expires June 30, 2021  
Ed Flatley (Seven Gables Inn) term expires June 30, 2022  
Michael Grech (Monterey Peninsula Inn), term expires June 30, 2022