

## **Hospitality Improvement District Meeting**

This meeting was held virtually and was compliant with Governor's Executive Order  
N-25-20 and N-20-20

Tuesday, September 15, 2020 from 2:00 to 3:00 p.m.

### **MINUTES**

1. Present at Tourist Center - 100 Central Avenue: Ed Flatley - Seven Gables, Enos Esquivel - Asilomar Conference Grounds, Michael Grech - Monterey Peninsula Inn, Sid Noonari - Butterfly Grove Inn, Moe Ammar - Pacific Grove Chamber of Commerce

Present Online - Zoom Link via internet: Sejal Patel - Best Western Monterey Resort, Todd Wessing - Lighthouse Lodge and Cottages, Amrish Patel - Centrella Inn, Robert Boerner - Pacific Gardens Inn,

Staff: Lori Frati - Analyst City of Pacific Grove

2. Meeting was called to order at 2:04 p.m.
3. HID introductions
4. Agenda approved
5. Discussed impact of beaches and parking turnouts closer on business. Several properties experienced cancellations. Refunds were issued to all cancellations due to closures. Members recommended the following:
  - A. Better coordination and outreach prior to beach closures
  - B. Close areas on a regional basis and not just Pacific Grove. It was noted that Pacific Grove was the only city to close for 17 days in a row.
6. Reported that Martine Inn, Old Saint Angela Inn and Beachcomber Inn are not fully operational
7. Discussed State proposition 15 the split roll tax measure that will increase property taxes to market rate. HID members urged to oppose the proposition
8. Received updates on:
  - A. American Tin Cannery hotel project
  - B. Downtown Holman hotel project
  - C. Asilomar Conference Grounds
  - D. Future events such as holiday celebrations as well as AT&T....
  - E. Monterey Bay Aquarium
9. Mr. Amrish Patel reported on behalf of the Monterey county Convention & Visitors Bureau
10. Reviewed the 2020-2021 forecast. Most reported 45 to 50% occupancy that dropped to 30% as a result of the fires. Asilomar Conference Grounds is not likely to host major groups or conferences until April of 2021.
11. Meeting adjourned at 3:48 p.m.

### **HID Advisory Board**

Enos Esquivel (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