Pacific Grove Business Improvement District Meeting Minutes
Downtown Business Improvement District Meeting
Wednesday, April 6, 2022 at 8:30am
The meeting was held virtually and compliant with Governors Executive Order N-25-20 and N-20-20. In addition, it was held at the Tourist Information Center located at 100 Central Avenue.

Advisory Board Present: Marietta Bain, Hector Chavez, Stephanie Loftus, Matt Bosworth, and Sherry Sand
Advisory Board Absent: Liz Jacobs, Kim Poulin
Staff Present: Jenny MacMurdo (Pacific Grove Chamber of Commerce), Peter Mounteer (Pacific Grove Chamber of Commerce), and Lori Frati (City of Pacific Grove)

1. Meeting was called to order at 8:35am by MacMurdo

2. Welcome and introductions

3. Public Comments on Items not on the Agenda
   a. None

4. Approved minutes of Wednesday, March 2, 2022 meeting.
   a. Sand (M), Chavez (S) Motion passed unanimously.

5. Discussed replacement of Hector Chavez seat on the board:
   a. MacMurdo & Chavez both approached Sara Pryer (Grand Avenue Flooring) and she respectfully declined at this time.
   b. MacMurdo will speak with Jennifer and Sarah from Fiona Floral as potential replacements.

6. Discussed Spring Shopping Event
   a. Steve Thomas gave a brief explanation of spring shopping events in the past and suggested a Dad’s & Grads passport-type event this year for the week prior to Memorial Day weekend in May.
   b. Members expressed wanting to move forward with this suggestion.

7. Received an update on Walk of Remembrance Events (all up on Chamber website):
   a. April 30th Guest Speaker, 6pm @ Chautauqua Hall
   b. May 13th Guest Speaker, 6pm @ Chautauqua Hall
   c. May 14th Walk of Remembrance 1:00pm Meet @ History Museum
8. Received an update on downtown PG Hotel
   a. MacMurdo reported that the amendment to their use permit was approved by City Council and they will be breaking ground this summer.

9. Discussed non-action item:
   a. Sherry Sand: Paul's Drapery 50th Anniversary (technically 51!)—4/20 @ 5pm

10. Meeting adjourned at 8:57 by MacMurdo

Minutes Respectfully submitted by Jenny MacMurdo

Next BID Advisory Board Meeting – Wednesday, May 4, 2022