

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, December 2, 2020, 8:30 a.m. – 9:00 a.m.
Zoom Meeting

Meeting called to order by Administrator Moe Ammar at: 8:33 am

1. Welcome: *Moe Ammar opened the meeting.*
2. Public Comments: None
3. Advisory Board member comments: None
4. Approval of minutes of November 10, 2020 meeting
5. Review of Social media campaign proposed by new chairwoman Liz Jacobs was postponed
6. Chamber conducting a survey of businesses to evaluate the interest in training on social media management
7. Steve Thomas reported on the 2020 holiday open house weekends. Twenty-two businesses participated in the promotion. Most reported improved sales and foot traffic.
8. Steve Thomas shared the marketing campaign that was created to support the promotion. KSBW television aired the promotion daily on the community calendar program. Several BID members commented on the excellent return on the investment
9. Discussed the 2021 AT&T Pebble Beach Pro-Am. Fans will not be permitted. BID members recommended signage directing people downtown and dining packages
10. General comments were expressed related to the economic outlook.
11. Adjourn: *Administrator Moe Ammar adjourned the meeting at 9:09 a.m.*

Attendees:

Matthew Bosworth – Mechanics Bank
Debi Reynolds – Second Look Wall Art
Marietta Bain – Fandango Restaurant
Hector Chavez – Winning Wheels
Lori Frati – City of Pacific Grove
Moe Ammar - PG Chamber