

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, February 5th, 2020, 8:30 a.m. – 9:30 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:30 a.m.

1. Welcome: *Tom McMahon opened the meeting.*

2. Public Comments:

Steve Thomas encouraged the BID members to vote and support the Pacific Grove downtown business in the Best of Monterey County.

Tom McMahon notified the BID members that the Monterey Bay Laundromat located at 511 Lighthouse Ave. will be closing and relocating to Marina. The building is currently in escrow.

3. Approval of minutes of January 2020 meeting: *BID members unanimously approved the January minutes.*

4. Election of BID members term July 1st, 2020 until June 30, 2022. The following Board members are outgoing term ending June 30th, 2020.

Tom McMahon - Monterey Bay Laundry

Marietta Bain – Fandango Restaurant

Tony Gamecho - Grand Avenue Flooring and Interiors

Hector Chavez – Winning Wheels

Tom McMahon and Marietta Bain withdrew from the election. Amber Russell with Over the Moon Realty and Liz Jacobs with Wild Fish were nominated along with current members Tony Gamecho and Hector Chavez. 4 nominations for 4 seats.

5. Old Business:

- Report on the following items

A. Location of 4 electric vehicle charging stations downtown. *The city is looking to install electric vehicle stations by the BOA and city parking lot. This will be covered by grant money at no cost to the city.*

B. Downtown Lights. *Amber Russell reported that the committee is waiting for some direction as it seems as though the city and public works have already made a decision on the downtown lighting. This topic is also on the ED agenda.*

C. Coastal Access Project that connects recreation trail to downtown. *This has been approved and has an estimated completion of 3 months.*

D. Discuss and approve pony softball promotion downtown. *Steve Thomas announced that the Pony softball promotion will be scheduled for either March 21st or March 28th. The BID has already budgeted for this event.*

6. New Business:

- Discuss introduction of new Farmer's Market on Thursday's from 3:00 to 7:00pm on Lighthouse Avenue between Forest and 16th. *The addition of a second Farmer's Market was introduced to the BID members. This new market would result in the closure of lighthouse between Forest Ave, and 16th Street, and would begin on a 6month trial basis. This proposal will be going to city council mid-May. The BID members offered a lot of feedback and questions for the EDC to think about before moving forward. McMahan advised that they visit and talk with the merchants that this event will directly impact. David Van Sunder with In Stride Physical Therapy was in attendance to express how this event would negatively affect his business and potentially other business. Potential impacts of parking and traffic was also discussed.*
- Discuss the 2020 calendar of events in Pacific Grove and marketing opportunities for downtown businesses. *The Chamber is currently in process, working with merchants and finalizing the 2020 events calendar for Pacific Grove.*
- Review the merchants' policy of displaying promo material of events outside of Pacific Grove. *Ammar notified the BID members of neighboring cities not displaying promo material for events located in Pacific Grove. The question of what Pacific Grove businesses are doing was asked. The BID members discussed specific types of events that they would be willing to display in the future.*

7. Adjourn: *McMahon adjourned the meeting at 9:30 a.m.*

Attendees:

Tom McMahon - Monterey Bay Laundry

Kim Poulin - Pacific Grove Plaza

Hector Chavez – Winning Wheels

Debi Reynolds – Second Look Wall Art

Moe Ammar - PG Chamber

Marietta Bain – Fandango Restaurant

Matthew Bosworth - Mechanics Bank