Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Tuesday, November 10, 2020, 8:30 a.m. – 9:00 a.m.
City Hall/City Manager Conference Room
300 Forest Avenue, Pacific Grove

Meeting Opened: 8:33 a.m.

1. Welcome: *Moe Ammar opened the meeting.*

2. Public Comments: None

3. Advisory Board member comments: None

4. Approval of minutes of October 7, 2020 meeting: *A motion was made by Marietta to correct the minutes to reflect her as additional signatory on the Mechanics Bank account. Matt Bosworth seconded the motion for the amendment. BID members unanimously approved the October minutes as amended.*

5. Welcomed Liz Jacobs owner of Wild Fish Restaurant as new chair of the BID meeting. Confirmed that Matt Bosworth will remain as Treasurer and Kim Poulin as Secretary. *Liz Jacobs provided a brief background of herself.*

6. Discussed several items related to online marketing.
   A. Special media campaign for Christmas promotion.
      1. What gift will you buy?
      2. PG Christmas Otter/Elf on the Shelf Competition promo concept
   B. Social Media growth for @downtownpg. Prize drawing format to be discussed in future

7. Proposed a training for BID membership by TBC Communication & Media early 2021. Recommended a call for interest from BID membership as to who wants to learn more about social media.

8. Received an extensive presentation of holiday promotions by Steve Thomas. Advisory Board approved direction of TBC Communication & Media plan

9. **Adjourn:** *Jacobs adjourned the meeting at 9:09 a.m.*

**Attendees:**
Moe Ammar - PG Chamber       Liz Jacobs – Wild Fish
Kim Poulin - Pacific Grove Plaza Marietta Bain – Fandango Restaurant
Hector Chavez – Winning Wheels Matthew Bosworth - Mechanics Bank
Debi Reynolds – Second Look Wall Art