

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, July 7th, 2021, 8:30 a.m. – 9:15 a.m.
Tourist Information Center – 100 Central Avenue and
was held virtually on Zoom

Present: Marietta Bain, Hector Chavez, Liz Jacobs, Stephanie Loftus, Matt Bosworth
Staff: Lori Frati and Moe Ammar

- Meeting called to order at 8:30 a.m.
- Minutes of June 2, 2021 were approved
- There were no public comments
- Reported on outcome of Traffic Commission meeting that was held on Tuesday, June 22, 2021 in regards to improving the signage of parking in the center median on Lighthouse Avenue. The Commission denied the BID's request to improve signage or repaint the line that directs drivers to pull up to the tire stopper. Several Advisory Board members suggested approaching the commission again in a few months.
- Shared the list of upcoming events downtown. Businesses are excited to host the new Moto Bike Night on Friday, July 9th between Forest and Congress Avenues and all the car week events. Chamber staff and volunteers are coordinating some of the events.
- Accepted the nomination of Sherry Sands owner of Paul's Drapery to serve on the BID Advisory Board, replacing Debbie Reynolds term, expiring on June 30, 2023. BID Chairwoman Liz Jacobs nominated Adrienne Jonson, owner of Artisanna Gallery. Moe Ammar will check and see if Adrienne is interested in serving on the Board and return at the next BID meeting with the response. If Adrienne is interested, an election will be held to select the BID Advisory Board member.
- Discussed and approved hosting a reception to recognize former BID Chairman Tom McMahon who served on the Board for 10 years. The event will be held at the Monarch Pub. More details to follow.
- Received a public comment related to the lack of staff at restaurants that is causing a delay in service. Chairwoman Liz Jacobs responded that most businesses are facing a shortage of staff. Challenge should be over late September when the unemployment benefits are reduced.
- Meeting adjourned at 9:15 a.m.