

Pacific Grove Business Improvement District Meeting Minutes

Wednesday, August 4th, 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, Stephanie Loftus, Sherry Sands
Staff: Lori Frati and Moe Ammar

- Meeting called to order at 8:30 a.m.
- Minutes of July 7, 2021 were approved
- There were no general public comments
- Confirmed the appointment of Sherry Sands of Paul's Drapery to the BID Advisory Board. Sherry shared her background with the BID Board. Owner of Paul's Drapery for the past 20 years. The business opened 50 years ago.
- Received an update on Moto Bike Night that was held on July 9, 2021 on Lighthouse Avenue. Over 200 motorcycles showed up and another 100 ended up outside the show. Restaurants and hotels were packed that evening.
- Reviewed all the upcoming car week events in downtown Pacific Grove. Businesses excited and looking forward to the events.
- Reported on the opening of the Pacific Grove Hotel behind the Holman building. Developer expected to break ground in four to six months. Board members expressed concern over traffic on Fountain Avenue. Chamber to follow up and work with the developer on minimizing the impact or street closure.
- Steve Thomas of TBC Media presented the BID's Halloween celebration. Last time almost 3000 showed up at the event. Advisory Board approved the budget.
- Received an update on the Feast of Lanterns. BID supports the feast and all the events that occur that week.
- Meeting adjourned at 8:37 a.m.