

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, November 3, 2021, 8:30 a.m. – 9:30 a.m.
Meeting was held on Zoom and at the Tourist Information Center

Present: Hector Chavez, Stephanie Loftus, Matt Bosworth, Sherry Sands
Staff: Moe Ammar-Pacific Grove Chamber of Commerce, Peter Munteer-Pacific Grove Chamber of Commerce, Lori Frati-City of Pacific Grove, Steve Thomas-TCB Communications

1. There were no public comments on items not on the agenda
2. Approved minutes of Wednesday, October 6, 2021 meeting.
3. Steve reported on the following items:
 - a. "Otter on the Shelf" project moving forward. Secured otters and Peter Munteer will be taking photos at the shops. Campaign mainly online.
 - b. Halloween promotion was a success. Attendance was around 900 people. All shops reported decent business and a steady flow of customers. Lines were outside all downtown restaurants.
 - c. Shared image of full-page advertisement that was in the Monterey County Herald newspaper. Advisory board members thanked Steve for his design and commitment to the BID.
4. Received an update on Holiday Open House
5. Discussed the condo project at 518 & 520 Lighthouse Avenue, the former Goodies site.
6. Peter Munteer reported on Small Business Saturday. Supplies have been limited by American Express, the event promoter.
7. Under general comment, Moe Ammar reported that Tessuti Zoo store was damaged by the recent rain. Owner Emily Owen is looking for new space. Members encouraged to help.
 - Meeting adjourned at 9:30 am

Minutes submitted by Moe Ammar