

Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting
Wednesday, October 6, 2021, 8:30 a.m. – 9:30 a.m.
Meeting was held on Zoom and at the Tourist Information Center

Present: Marietta Bain, Liz Jacobs, Stephanie Loftus, Sherry Sands
Staff: Moe Ammar-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, September 1, 2021 meeting.
 3. Steve reported on 3 items:
 - a. Full decorations are up on Lighthouse Avenue. They look great.
 - b. "Otter on the Shelf" marketing campaign was approved. Steve and Liz are working on it. Chamber on standby to assist. Peter Munteer will be taking photos of the stores.
 - c. Halloween event on October 30th will be limited to locals. Marketing will target Pacific Grove schools and homes only.
- Discussed full page ad in Monterey Herald. Board directed Steve to include information on holiday gifts and events.
 - Received report on electric charging vehicle stations in the Fandango parking lot.
 - Chamber reported on several events that were held downtown:
 - a. City Employee of the Year
 - b. Flavors of Pacific Grove
 - Chamber holding Parade of Lights, Stillwell Holiday Fun in the Park plus introducing new Fashion Show downtown on November 20, 2021.
 - Meals on Wheels looking for drivers. Please support this great organization if your time permits.
 - Meeting adjourned

Minutes submitted by Moe Ammar