



Pacific Grove Business Improvement District Meeting Minutes

Downtown Business Improvement District Meeting

Wednesday, March 2, 2022 at 8:30am

The meeting was held virtually and compliant with Governors Executive Order N-25-20 and N-20-20. In addition, it was held at the Tourist Information Center located at 100 Central Avenue.

Advisory Board Present: Marietta Bain, Hector Chavez, Liz Jacobs, Stephanie Loftus, Matt Bosworth, Kim Poulin, and Sherry Sand

Staff Present: Jenny MacMurdo (Pacific Grove Chamber of Commerce), Peter Mounteer (Pacific Grove Chamber of Commerce), and Lori Frati (City of Pacific Grove)

1. Meeting was called to order at 8:31am by MacMurdo
2. Welcome and introductions
3. Public Comments on Items not on the Agenda
 - a. *Hector Chavez – Reminder: Grand Avenue Flooring Grand Re-Opening on Friday, March 25th from 5:00-8:00pm (under new ownership of Sarah Pryer)*
4. Approved minutes of Wednesday, January 5, 2022 meeting.
 - a. *Bosworth (M), Chavez (S) Motion passed unanimously.*
5. Elected three of the four members of the BID Advisory Board (listed below) for the term July 1, 2022 through June 30, 2024.
 - i. *Bosworth (M), Chaves (S), Motion passed unanimously.*
 - b. The outgoing board members are:
 - i. Hector Chavez – Winning Wheels (chose to not renew)
 - ii. Liz Jacobs – Wild Fish Restaurant (re-elected)
 - iii. Marietta Bain – Fandango Restaurant (re-elected)
 - iv. Stephanie Loftus – The Quill (re-elected)
6. Discussed the option of converting the BID from a one-year to a five-year program.
 - a. *All members discussed the benefits of converting to a five-year program as it would give more ability to conduct long-range planning and potentially larger scope programming.*
 - b. *The accounting and reporting would stay the same, the only change would be that the City would move from a once a year Public Hearing to once every five years.*
 - c. *Members discussed needing to have clear communication with downtown businesses and the City Council regarding a conversion.*
 - d. *The item will be brought back on the April 6. 2022 agenda for a vote.*

7. Approved Liz Jacobs, Matthew Bosworth and Kim Poulin (Advisory Board Members) and Jenny MacMurdo (Chamber President/CEO) as authorized signers on the Business Improvement District's bank account.
 - a. *Jacobs (M), Bain (S), Motion passed unanimously.*
8. Received an update on the downtown Pacific Grove hotel.
 - a. *On the March 16, 2022 City Council Agenda for a few minor amendments to their permit including moving all parking inside w/ stacking car lifts, reducing the number of rooms from 116 to 102, increasing the room height ceilings from 8' to 9' staying under the total cap of 40' for the bldg., and adding a chef's garden and 6-10 person yoga on the rooftop.*
 - b. *Set to start construction mid-summer 2022, tentative 18 month construction plan.*
 - c. *Member Jacobs asked for more information regarding their restaurant plan.*
9. Discussed several non-action items:
 - a. *PG Pony Baseball Season to kick off Saturday, March 5th*
 - i. *8:00am Kiwanis Pancake Breakfast*
 - ii. *9:30am Kick-off w/ special guest*
 - iii. *Registration is the highest it's been in years*
 - b. *FIRST FRIDAY - Friday, March 4th*
 - i. *12th Anniversary*
 - c. *Members expressed business is going well, many more weddings and events scheduled this year due to pent-up demand from the pandemic.*
10. Meeting adjourned at 9:04am by MacMurdo

Minutes Respectfully submitted by Jenny MacMurdo



Kim Poulin, Secretary Signature