



## **Pacific Grove Business Improvement District Meeting Minutes**

Downtown Business Improvement District Meeting

Wednesday, July 6, 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, and Sherry Sands

**Advisory Board Absent:** Kim Poulin

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

**Guest Speaker Present:** Dixie Layne

1. Meeting was called to order at 8:30am by MacMurdo
2. Welcome and introductions
3. Public Comments on Items not on the Agenda
  - a. *Debby Beck requested the BID to look into clean-up efforts downtown including removing bird debris and re-painting lightposts*
    - i. *MacMurdo will procure quotes for clean-up of bird debris and bring back at August 3<sup>rd</sup>, 2022 meeting*
    - ii. *A discussion on Business Owner/Ambassador Block Captains was requested for the August 3<sup>rd</sup>, 2022 meeting*
4. Approved minutes of Wednesday, May 4, 2022 meeting.
  - a. *Sands (M), Bosworth (S) Motion passed unanimously.*
5. Approved Hector Chavez for term renewal on July 1, 2022 until replacement is found
  - a. *Jacobs (M), Bain (S) Motion passed unanimously.*
6. Received Request for Funding from Guest Speaker Dixie Layne re: Butterfly Days
  - a. *Layne gave an update on preparations for this year's Butterfly Days*
  - b. *Events downtown, City Parks and at Robert Down will run Friday, September 30<sup>th</sup> – Sunday, October 2<sup>nd</sup>*
  - c. *Layne requested \$2,000 in BID funding for this year's event*
  - d. *Advisory Board will place request & review of 22/23 budget on August 3<sup>rd</sup>, 2022 agenda*

7. Received a recap on Independence Day Celebration
  - a. *MacMurdo reported on successful 4 hour community event in Jewell Park on July 4, 2022.*
  
8. Received an update on upcoming Moto Bike Night
  - a. *MacMurdo reported that Moto Bike Night will be back in PG for the 2<sup>nd</sup> time on Thursday, July 7<sup>th</sup>, 2022. Street closure: 2 blocks of Lighthouse – from Forest to 18<sup>th</sup> starting at 4pm, opening back up at 7:30pm.*
  
9. Discussed New Business non-action items:
  - a. *MacMurdo gave updates on recent/upcoming new business openings in town:*
    - i. *CA Seltzer Co Grand Opening – September 16<sup>th</sup> and their Frozen Yogurt shop on September 30<sup>th</sup>.*
    - ii. *New Start Recovery Solutions – Opened on June 30<sup>th</sup>*
    - iii. *Beyond Home Vintage Finds – Opening any day*
    - iv. *Nura Sushi – Opening any day*
    - v. *520 Lighthouse – scaffolding coming down in 2 weeks, leasing has begun for upstairs condos, leasing for retail spaces downstairs beginning soon*
    - vi. *Mandos will move across the street to 529 Central Ave after a much needed vacation for owner and staff – will close on July 31<sup>st</sup> at current location*
    - vii. *Former Crema Bldg – no longer listed by Mahoney & Assoc.*
    - viii. *Former Miss Trawicks – plans already in process, will announce soon*
  - b. *MacMurdo gave updates on EDC programs*
    - i. *Women & Minority Owned Business Grants soon to be available*
    - ii. *Maker's Space/Craftsperson Collective (for large vacant storefronts)- Request for Information survey being created*
    - iii. *Art Installation and Property Repairs Grants for Vacant Spaces – still in subcommittee*
  - c. *MacMurdo gave Car Week related event's updates*
    - i. *Wednesday, July 27<sup>th</sup> - VW Treffen Cruise, 5-7:30pm on Lighthouse*
    - ii. *Tuesday, August 16<sup>th</sup> – Classic Motorsports Kick Off Car Show, 3-7pm on Lighthouse*
    - iii. *Wednesday, August 17<sup>th</sup> – Little Car Show, 12-5pm on Lighthouse*
    - iv. *Thursday, August 18<sup>th</sup> – Legends of the Autobahn, 9-3pm at PG Golf Links*
    - v. *Friday, August 19<sup>th</sup> – PG Rotary Concours Auto Rally, 12-6pm on Lighthouse*

10. Meeting adjourned at 9:36am by MacMurdo

Minutes Respectfully submitted by Jenny MacMurdo

**Next BID Advisory Board Meeting – Wednesday, Aug 3, 2022**